

**From:** [REDACTED]  
**Subject:** ATP and PIF expand support for next generation of tennis stars  
**Attachments:** [image001.png](#)

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## **MEDIA ADVISORY**

### **ATP and PIF expand support for next generation of tennis stars**

**WHAT:** The PIF ATP Next Gen Accelerator provides a transformative pathway to accelerate the careers of elite young players as they rise through the PIF ATP Rankings with more than 70 young players across the world qualifying for the program each year from junior, college and traditional pathways.

**WHEN:** 23 April, 2026

**WHERE:** London, United Kingdom and Riyadh, Saudi Arabia

**WHO:** ATP and PIF

**BACKGROUND CONTEXT:** The ATP and PIF today announced the launch of the 2026 PIF ATP Next Gen Accelerator, strengthening support for rising stars on their pathway to the ATP Tour.

The program will also be made accessible to select Saudi tennis players to help nurture the next generation of young tennis players in the country.

Delivered through the ATP's strategic partnership with PIF, the program combines competitive opportunities with off-court support for young players. Eligible players will now receive access to ATP Tennis IQ Powered by PIF, an integrated performance technology, medical support, structured education and increased promotion across ATP and PIF platforms.

From 2026, players will gain access to ATP Tennis IQ powered by PIF, a next-generation analytics platform delivering advanced scouting tools, integrated video analysis and performance data. By significantly expanding access to world-class match insights and opponent analysis, the platform is designed to help level the playing field for emerging players.

Players will also receive support toward health insurance and medical services, providing greater stability, protection and confidence as they build their careers.

The program launch is in line with PIF's ongoing commitment to the sports sector that lies within the tourism, leisure and entertainment ecosystem in PIF's recently announced 2026-2030 strategy.

PIF and ATP's partnership announcement in February 2024 can be found [here](#).

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*(Photo of current players attached)*

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