



FOR IMMEDIATE RELEASE

JUNE 19, 2015

**RACKETS & RUNNERS NAMED OFFICIAL STRINGER OF THE ODLUM BROWN
VANOPEN PRESENTED BY MIELE AND TRAIL APPLIANCES**

For nine days in August, Rackets & Runners will extend its vast experience to the Odlum Brown VanOpen presented by Miele & Trail Appliances; serving as the official stringer for the 2015 event being held at Hollyburn Country Club. The Rackets & Runners stringers will be the unsung heroes of the event working around the clock to ensure more than 200 players have their equipment in perfect condition.

During the course of the tournament, the Rackets & Runners Stringing Zone will use roughly 2.7 miles of string – longer than the distance of the Grouse Grind trail – and will handle more than 500 rackets, or 42-70 frames per day.

The front desk job is a multi-step process which involves logging stringing information in a database, snipping out old strings, cleaning the grommets for court residue and dust, packaging the racket with instructions and hanging it behind the stringer to complete the job.

Once the stringing is complete, sponsor logos are stenciled on the fresh string bed. Sometimes grip tape is replaced or custom balancing is done depending on player requests.

The Rackets & Runners stringers will be turning around a racket every 10 to 12 minutes from 7am to midnight over the course of the event. Well-organized players bring their rackets in the day before they play, while some leave things to the last moment. Each racket must be

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precisely strung to perfectly match the players' personal needs and playing style, and some special setup requests seem to be the product of superstition or luck-bringing rituals.

While this is the first time Rackets & Runners will be the official stringers of the Odlum Brown VanOpen, the company is no stranger to the event stringing business. They have worked behind the scenes with the Babolat Team stringing rackets for the tournament over the past two years. Rackets & Runners has proudly been serving the Vancouver area for more than 35 years bringing tennis players and athletes the best footwear, clothing and equipment for their sport. They're so serious about their 'Get You Fitted Right' philosophy, they guarantee it. Visit Rackets & Runners today and get equipped like a pro!

<http://www.racketsandranners.ca>

<http://www.vanopen.com>

<https://twitter.com/VanOpen>

[Odlum Brown VanOpen on Facebook](#)

<https://twitter.com/USTAProCircuit>

*2015 marks the 14th year of the \$200,000 Odlum Brown VanOpen Presented By Miele and Trail Appliances, a dual sanctioned USTA Pro Circuit and Tennis Canada event. The event has an equal balance of prize money for both men and women and provides players with the opportunity to gain valuable world-ranking points on both the respective ATP and WTA Tours. Between the men's and women's events, it annually attracts 140 international and professional players to Vancouver from over 40 countries. **Maria Sharapova, Andy Murray, Marion Bartoli, Eugenie Bouchard, Jelena Dokic, Milos Raonic, Nicole Pietrangeli, and Vasek Pospisil** are among today's top stars who began their careers at the Odlum Brown VanOpen Presented By Miele and Trail Appliances, and on the USTA Pro Circuit.*

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HOLLYBURN COUNTRY CLUB

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