

Beat: Sports

## LimeGreen Moroch retained to Develop and Implement Multicultural Strategy

By the United States Tennis Association

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**USPA NEWS** - The United States Tennis Association (USTA), the national governing body for the sport of tennis in the U.S. has partnered with LimeGreen Moroch to help strengthen its multicultural marketing initiatives. The Chicago-based cross-cultural agency was tapped by the organization to develop strategies...

The United States Tennis Association (USTA), the national governing body for the sport of tennis in the U.S. has partnered with LimeGreen Moroch to help strengthen its multicultural marketing initiatives. The Chicago-based cross-cultural agency was tapped by the organization to develop strategies and programs that will engage more African Americans, Hispanics and Asian Americans in the sport of tennis, as spectators and participants.

LimeGreen Moroch will focus heavily on research for the USTA brand, conducting focus groups in major markets and fielding a national, comprehensive quantitative study.

Simultaneously, in support of the US OPEN, the world's highest-attended annual sporting event, taking place Aug. 29 – Sept. 11 2016, LimeGreen Moroch has been tasked with developing a marketing communications strategy and plan that will help drive incremental multicultural interest and attendance.

Thought-Leaders in urban culture and multicultural lifestyles, LimeGreen Moroch (founded in 2004) is a cross-cultural marketing/advertising agency and certified Minority Business Enterprise headquartered in Chicago.

The USTA is the national governing body for the sport of tennis in the U.S. and the leader in promoting and developing the growth of tennis at every level—from local communities to the highest level of the professional game. A not-for-profit organization with more than 715,000 members, it invests 100% of its proceeds in growing the game. It owns and operates the US Open, the highest-attended annual sporting event in the world, and launched the Emirates Airline US Open Series, linking seven summer tournaments to the US Open.

In addition, it owns approximately 90 Pro Circuit events throughout the U.S. and selects the teams for the Davis Cup, Fed Cup, Olympic and Paralympic Games. The USTA's philanthropic entity, the USTA Foundation, provides grants and scholarships and helps under-resourced youth and individuals with disabilities, and supports wounded, ill and injured service members, veterans and their families.

Source : LimeGreen Moroch

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