

# The 35th Annual BNP Paribas Open

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*If the majestic Santa Rosa Mountains* could speak with us and if the swaying palms could attest to the wisdom of the mountains, each would tell of the excitement as the day approaches for the 35th annual tennis tournament unfolding in the beautiful valley below.

Only those mountains have born witness to 35 years of this continuing story of tennis greatness and the genius that made it all possible. And as the swaying palms and the expanse of green cover that make this valley so unique have grown and matured over the years so has this prestigious event. It boasts today, and rightfully so, as the number 5 tennis tournament with a magnificent center court that stands as the second largest tennis stadium, both impressive rankings in all the world.

Did it take these 35 years to achieve such a level of excellence? Yes and no.

YES, the management skill and devotion to the great game led by the founders, Charlie Pasarell and partner Raymond Moore, has been the catalyst. And many key staff members have made major contributions while holding to the concept of loyalty and dedicated performance through thick and thin. Today, as a direct result, this renowned tournament enjoys the sponsorship of the World's number 1 tennis supporter from Paris, the huge and



internationally respected French bank, BNP Paribas. When this world-class sponsor came on board in time for the 2009 tournament the long-term viability of the event was assured even during this period of weakened markets and economies.

There is no better way to attest to the much anticipated success with the 35th annual tournament than to herald its coming from those Santa Rosa mountain tops and from the green and lovely Coachella Valley below. To recognize it as the pride and joy of the City of Indian Wells, its host community, is to compliment its stature among tennis tournaments worldwide and thank all involved for its special place in the order of the day.

And NO, greatness has been building each year with the quality of championship tennis played here by the world's greatest players, both men and women. Their repeated appearances and sensational play during their all too short careers have contributed mightily to this annual success story which could only build through the years on their countless successes on center court. So, ultimately it is the players who keep tennis at the spectacular Indian Wells Tennis Garden strong and ongoing and it is to those players, past and present, that a fitting "well done" on this 35th anniversary is due and promised.



*The beautiful Indian Wells Tennis Garden will once again host the world's 5th largest tennis event, March 8-21, on its famous center court and surrounding courts that create a tournament setting unique among the great tennis venues of the world.*

- **Twelve daytime sessions, March 10-21 include the championship matches on Saturday, March 20, and Sunday, March 21.**
- **Nine evening sessions, March 11-19, feature the great players of today in key matches every evening.**
- **Combined men's and women's purses total \$9,000,000.**
- **Defending champion for the men is Rafael Nadal of Spain.**
- **Defending champion for the women is Vera Zvonareva of Russia.**
- **Qualifying matches are March 8-9, with free admission.**
- **For ticket information and purchase call the Tennis Garden box office at 800.999.1585 or 760.200.8000 or order on line at [www.bnpparibas-open.org](http://www.bnpparibas-open.org). For hotel/ticket packages call 760.200.8431.**