

FOR IMMEDIATE RELEASE

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VOLVO CAR OPEN CHAMPION MADISON KEYS RETURNS TO CHARLESTON

Keys has reached the quarterfinals or better in five of the last eight Grand Slam tournaments

Social Media: @Madison_Keys to defend her @VolvoCarOpen title in 2020. Tournament will take place in #Charleston April 4-12. Will be Madison's 8th consecutive time playing the #VolvoCarOpen. More: <https://bit.ly/31k4vta>. #CHS #WTA

CHARLESTON, S.C. – After winning the 2019 [Volvo Car Open](#) in April, Madison Keys has committed to defending her title in 2020. Next year's event will be Keys' eighth consecutive Charleston tournament. The 2020 Volvo Car Open will take place April 4 – 12 on Daniel Island in Charleston, SC.

“Madison's win in Charleston this year was something our fans have been rooting for since she started competing in the Volvo Car Open in 2013,” said Eleanor Adams, Volvo Car Open Tournament Manager. “Her personality shines when she plays and our fans have loved watching her grow up on our courts. We're ecstatic that she'll be back in 2020 to defend her well-deserved title.”

Keys holds a 16-6 record in Charleston, where she captured the title in 2019, reached the semifinals in 2018 and was a finalist in 2015.

Her 2019 season also includes a quarterfinal appearance at the French Open and fourth round berth at the Australian Open. In addition, she was a member of the US Fed Cup team. The 24-year-old has remained in the WTA's top 20 for the past five seasons.

“Winning the Volvo Car Open after coming so close in the past was the most amazing feeling,” said Keys. “Charleston has always been one of my favorite tournaments and being able to win the title was such a special moment. I'm excited to come back next year to play in front of the best fans around.”

Keys was awarded a key to the City of Charleston by Charleston Mayor John Tecklenburg during the singles final trophy presentation. The Volvo Car Open also honored her with the 2019 Player Who Makes A Difference award for her work with the anti-bullying nonprofit, Fearlessly Girl.

The Volvo Car Open will celebrate its 20th year in Charleston in 2020. The tournament relocated to Charleston from Hilton Head Island, where it was held from 1973 – 2000.

The nine-day Volvo Car Open is the largest women's-only tennis tournament in North America. The event attracts an average of 90,000 attendees and more than 100 of the top singles and doubles tennis players to Charleston every year.

Patrons have the option to choose from individual tickets, ticket packages and travel packages. Ticket prices range from \$25 for an individual session to \$540 for an all-inclusive weeklong package with complimentary access into a private hospitality suite. The Volvo Car Open also offers packages that include premium seats, ticket savings and membership into the tournament's Ace Club.

Tickets for the 2020 Volvo Car Open will go on sale on Monday, September 9.

For more information on the tournament and ticket options, visit volvocaropen.com or call 843.856.7900.

About the Volvo Car Open:

The Volvo Car Open is North America's largest women's-only tennis tournament. The event, formerly known as the Family Circle Cup, moved to Charleston, S.C., in 2001 from Hilton Head Island, S.C., and will celebrate its 48th tournament in 2020. The Volvo Car Open welcomes more than 90,000 spectators each year. The tournament features a singles draw of 56 players, a qualifying draw of 32 players and a

doubles draw of 16 players. In conjunction with Tennis Channel and WTA Media, the Volvo Car Open is showcased from the first ball struck in main draw competition to the last ball played in finals, throughout the U.S. and 174 international partners. The tournament receives more than 100 hours of tennis coverage; live from Charleston, broadcast across the globe to millions of fans. The tournament is operated by Charleston Tennis, LLC. For more information on the Volvo Car Open, visit <http://www.VolvoCarOpen.com>, call (843) 856-7900, email info@volvocaropen.com, Facebook (Volvo Car Open), Twitter (@VolvoCarOpen) or Instagram (VolvoCarOpen).

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