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## **Wilsonart Flooring Comes Up Aces at Choice Hotels US OPEN Racquetball Championships**

*World's Top Players Are Ready for Their Close-Ups on Durable Wilsonart Floor*

**Memphis, TN** – The eyes of racquetball enthusiasts from around the world will be focused on Memphis, Tennessee this November, as the world's top players compete in the 11<sup>th</sup> annual Choice Hotels US OPEN Racquetball Championships.

And for the 11<sup>th</sup> straight year, the tournament's feature matches will be played on the world's only "made-for-TV" portable racquetball court. This unique court features multiple TV coverage angles through clear Lucite acrylic walls; stadium seating for 1,000 spectators; and perhaps most importantly, a tough and durable high-pressure laminate floor from Wilsonart Flooring.

Chosen for its outstanding performance and authentic appearance, Wilsonart® Flooring will set the stage for top players from the International Racquetball Tour (IRT) and the Women's Professional Racquetball Tour (WPRO), as they compete at The Racquet Club of Memphis for the largest prize-money in racquetball.

Over the years, the Wilsonart floor in the TV-friendly court has proven a big hit with competitors, says Doug Ganim, the tournament's Executive Director.

"When we started designing the portable court, we knew it not only had to be easy to televise from, but it had to meet the performance demands of the best players in the world," Ganim says. "The court also needed to be put up and taken down relatively quickly, for transport from venue to venue, and city to city. Beyond that, we dreamed of a court that was maintenance free. The Wilsonart floor has proven to be everything we want and need."

**-MORE-**

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When constructing the portable court, Ganim conducted playing tests to assure that the Wilsonart surface offered the same performance characteristics of a true hardwood floor.

“We laid 300 square feet of Wilsonart on top of a hardwood court, and had some top racquetball players compete on it,” Ganim says. “The feedback was very positive, so we went with it.

“Throughout the years, the floor continues to look just like new. It has been shipped all over the world and has performed fabulously, with zero maintenance,” he adds.

The Choice Hotels US OPEN Racquetball Championships feature court is currently outfitted with Wilsonart Flooring’s Carolina Ash design, which was chosen for its distinct resemblance in color and pattern to traditional hardwood racquetball floors.

“When people first see this floor they just assume it’s hardwood,” says Ganim, “but we educate them about what Wilsonart Flooring is and how well it performs.”

The 2006 Choice Hotels US OPEN Racquetball Championships is scheduled for November 15-19, 2006. The tournament – and its unique “made-for-TV” court – will receive national television exposure on The Tennis Channel. In addition to the professional competition, more than 600 amateur division players will compete in age and skill divisions for every level. The event benefits St. Jude Children’s Research Hospital in Memphis.

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*Wilsonart is a leading manufacturer of high-pressure laminate surfaces and one of the largest manufacturers of high-pressure laminate flooring. For more information on Wilsonart Flooring, visit [www.wilsonartflooring.com](http://www.wilsonartflooring.com). For samples or photography, please contact Mike Reiber at 925-224-2939, ext. 11 or [mreiber@axiomcom.com](mailto:mreiber@axiomcom.com).*