



MEDIA STATEMENT

SABC ANNOUNCES PARTNERSHIP WITH THE NOVAK DJOKOVIC FOUNDATION

Johannesburg, Friday, 12 June 2020 - The South African Broadcasting Corporation (SABC) , through its sports channel, [SABC Sport](#), has entered into a partnership with the Novak Djokovic Foundation to broadcast the Adria Tour Tennis Series live on SABC TV.

The Adria Tour Tennis Series is the brainchild of the ATP number 1 ranked tennis player, Novak Djokovic through his Novak Djokovic Foundation. The tennis series will take place over 4 weekends, with the matches played on clay court in Serbia, Croatia, Bosnia and Herzegovina and Montenegro. The tournament will feature top ranked ATP Tour tennis stars including Novak Djokovic, Austrian Dominic Thiem, Bulgarian star Grigor Dimitrov and Croatian pair Borna Coric and Marin Cilic.

This ground-breaking partnership between SABC Sport and The Novak Djokovic Foundation comes at an exciting time when sport fans around the world have been starved of live high octane sports action due to the Covid-19 pandemic.

The SABC Sport GM, Gary Rathbone commented, “The partnership with the Novak Djokovic Foundation allows SABC Sport to bring a world class tennis tournament to all our sports loving audiences. SABC Sport, as a Free to Air sportscaster is a key link between all South Africans and some of the best sports content locally and from around the world. The next four weekends will be nothing short of exciting, exhilarating with end-to-end high impact tennis action and we are putting our fans in the best seat in the house to consume this world-class tennis content. #ItsTimeForTennis.”

The Adria Tour Tennis series will broadcast live on SABC 3, every weekend, starting this Saturday the 13th June till 05th July with a line-up as follows:

- June 13th – 14th in Belgrade
- June 20th – 21st in Zadar
- June 27th – 28th in Montenegro
- July 03rd – 04th in Banja Luka

The full programme schedule for the Adria Tour Tennis Series is available on www.sabcsport.co.za or SABC Sports’ social media platforms: Twitter @SportatSABC. Facebook: SABCSport and Instagram: SABCSport.

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