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Handwritten: T. J. Down B. B. B.

RACQUETBALL PROMOTIONS, INC.

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516-862-9241

Nov. 23, 1980

Mr. Robert Moore
Corporate Public Relations Dept.
R.J. Industries
Reynold's Building
Winston Salem, N.C. 27102

Dear Mr. Moore:

It was a pleasure speaking with you regarding the possibility of R.J. Reynolds to sponsor the 1981 WORLD OPEN PRO-AM RACQUETBALL TOURNAMENT which is scheduled for March 26, 27, 28 and 29, 1981 at Centre Court Racquetball Club in New York.

As I promised you over the phone, I am enclosing some articles written in Newsday, about the previous Pro tournaments held in this area over the past few years. Marty Houk, the Racquetball editor, and a personal friend, said over the phone because of the tremendous growth in Racquetball over the past few years and because of his own interest in Racquetball, there would be quite a bit of attention given to the WORLD OPEN. He said he will give the tournament all the publicity and coverage that he is capable of giving.

After speaking with Marty, I called the New York News and Post newspapers. Assistant editors from both papers also agreed that if the WORLD OPEN were to be held in the New York Metropolitan area they would be sure to cover the competition.

Once I get a firm commitment from a sponsor for the \$15,000 which is needed as a minimum for professional prize money, then I will send press releases, as soon as possible, to all Sporting Magazines, Racquetball Magazines, T.V. Networks, Radio Stations and International Racquetball Associations regarding the specifics of the tournament.

As the Director of the WORLD OPEN, I have the option of accomodating my sponsor by including in the name of the tournament their name. For instance if Reynolds were interested in promoting Salem, I could change the name to the 1981 SALEM/WORLD PRO-AM RACQUETBALL TOURNAMENT.

Besides having a quarantee that the top 16 professional players in the World will compete, I anticipate 1,000 Amateur Players to compete for trophies, prizes, and national rankings. This will be the largest single Pro-Am Racquetball Tournament in the history of the Sport.

Steve Standemo, representing the Professional Racquetball Association told me that the entire association