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**FOR IMMEDIATE RELEASE**

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**We've Taken Our Game To A New Level!**

**The Yakima Tennis Club Announces New General Manager**

(Yakima, WA) – The Yakima Tennis Club has hired Kathleen Goyette as their new pro tempore General Manager. Goyette comes to the YTC with an impressive resume and track record of success as the Director of Marketing for White Pass Ski Area where she's been a key part of the management team for 25 years.

"I can't tell you how much it means to the Tennis Club to have Kathleen at the helm. As a long-time member of the Club, Kathleen has a first-hand the knowledge and experience from that perspective, as a successful marketing professional in the Yakima Valley she understand the media and consumer landscape as well and can move our organization forward in a positive way while maintaining our mission and passion for tennis," said Yakima Tennis Club Board President Corinne Choy. "If you've ever met Kathleen you know what a fantastic person she is. She has great relationships with members and staff. She is a truly genuine person who will do an excellent job representing the Yakima Tennis Club as our General Manager. Kathleen has 100% board support in her new role."

The Tennis Club has already seen first-hand what can happen when Goyette's passion for tennis and marketing "know how" tackle a program. Last July she jumped in and restructured the Junior Program. Not even a year later, the program has quadrupled, and, just as important, a new sense of enthusiasm and love for the game now exists with kids in our community.

When asked to describe her approach to tennis in general and the kind of philosophy she'll bring to the GM position Goyette had a simple response, "Tennis anyone? No, how about tennis everyone! What I have come to learn about this great sport is that given an opportunity, just about everyone can enjoy and maintain a healthy lifestyle through tennis. Tennis offers families a sport they can play together and it's a win whether you pursue it for fun and fitness or for the competitive opportunity it provides. I am excited to share my love for the game with Yakima Tennis Club and with our entire community."

Before joining White Pass in 1989, Goyette owned St. Louis Tennis and Fitness in St. Louis, Missouri and managed Sunset Tennis Center also located in St. Louis. Goyette has been a certified United States Tennis Association Elite Professional and locally she co-founded Fit Kids USA and Family Field Day, She currently serves on the Yakima Valley Tourism board and is an alumna of the University of Minnesota. Goyette is married to Reid and has two daughters Caroline and Chloe who share their mother's love for tennis.

Goyette's first official day was April 16. She will stay on as the acting General Manager until the end of August when ski season marketing picks up again. It is our hope to have her stay on in an advisory capacity at that time.

*The Yakima Tennis Club is the premier tennis club in Yakima. The club was established in 1959, is a member owned club totally dedicated to tennis in the Yakima Valley. With a grand total of 21 courts (8 indoor and 13 outdoor) the Yakima Tennis Club prides itself on family, fun and fitness all in the name of tennis.*

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