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Advantage Enterprise, the adaptive tennis program within the Enterprise Tennis Association, was begun to promote the benefits of tennis for all and to develop techniques and resources for adaptive tennis.

Tennis offers many benefits for both mind and body for everyone.

- *Physically – Helps to improve balance, mobility, agility, strength and fitness and to burn calories*
- *Mentally – Works on one's focus, concentration, and reactive and problem-solving behaviors.*
- *Emotionally – Can promote self-confidence, instill feelings of success, relieve stress and provide social outlets, for example, to meet new friends, enhance relationships, or provide great family outings.*

These benefits are so much more important for those with disabilities or those in unique life situations or with unique circumstances.

Working with the United States Tennis Association (USTA), Advantage Enterprise employs best practices for all adaptive players including person first language and adaptations or modifications to allow success and clear communication. Advantage Enterprise has followed the lead of the USTA and recognizes three main categories of athletes:

- **Physical Conditions or Disabilities:**  
*For individuals with amputations, cerebral palsy, hemiplegia, congenital conditions, aging, diabetes, multiple sclerosis, traumatic brain injury, muscular dystrophy, stroke, epilepsy, arthritis, hearing and visual impairments and Little People. (Note: This group includes the adaptive standing player at the grass roots level and high-performance track.)*
- **Developmental/Cognitive Conditions or Disabilities:**  
*For individuals with learning disabilities, epilepsy, autism, cerebral palsy that includes more severe cognitive delay, Down Syndrome, developmental delay, intellectual disabilities, etc.*
- **Emotional or Social:**  
*For individuals with behavioral concerns or consumers of mental health services, substance abusers, mentally and physically abused, and persons within the juvenile justice system.*

Advantage Enterprise has as its mission to “promote the benefits of tennis for all and to develop techniques and resources for adaptive tennis.” The program, mission notwithstanding, was designed and developed to have **FUN** while learning the game of tennis.

**In the game of Tennis, “love” means no score, or nothing – but in Advantage Enterprise - love means everything.**

Advantage Enterprise depends on a strong group of volunteers, called coaches, for the program to work as intended. Please consider joining our team as a coach/ volunteer. Advantage Enterprise continues to need financial support to operate and grow the program. Please consider a donation or sponsorship.

Please consider the impact Advantage Enterprise will have on each individual and his/her family and their quality of life. **Love means everything!**