
The Women's Tennis Association Marks 50 Years



On June 21 – 50 years ago – Billie Jean King called on her peers for strength in unity and founded the Women's Tennis Association (WTA).

With the support of 63 fellow players, the founding meeting took place ahead of Wimbledon at a hotel in London. The WTA thrives as the largest women's sports organization and upholds a founding mission – that women and girls should have equal opportunities to compete and earn a living. The mission now transcends the sporting landscape, allowing the WTA to establish more pathways for women's equality around the world.

Hologic also started with a handful of visionaries determined to blaze a new trail for women – by championing their health. We began with an X-ray device to evaluate bone health and have since introduced dozens of other medical technology innovations that help women achieve the biggest victory of all: longer and healthier lives. Our success has enabled us to further invest in women with initiatives that increase access to quality healthcare for the underserved globally. Today, our 7,000 team members live out their passion for championing women across more than 110 countries.

Group photo of representatives from Hologic and WTA



From left to right: Cyclist and influencer Christine D'Ercole, WTA President Micky Lawler, WTA athlete Madison Keys and Hologic leader Lisa Hellmann at a Her Health Advantage event in NYC, August 2022.

We have a special reason to congratulate the WTA on its golden anniversary. As lead sponsor of the WTA Tour, Hologic proudly teams up with athletes, legends and tournaments worldwide to champion women's well-being. Though our partnership is rather new when compared to the WTA's 50-year run, we've already accomplished so much together:

- We recently helped launch the Hologic WTA Women's Health Taskforce. This group of 19 medical experts and six athlete representatives will establish standards for healthy, active women through educational engagement, expanded care and unique research and policy recommendations.
- Through the philanthropic ACEing Cancer program, Hologic and the WTA Foundation have given grants to researchers making inroads against women's cancers.
- We've jointly executed awareness campaigns, special events, community service and other efforts that share the importance of early

detection and treatment of disease.

I'm grateful to the ever-expanding group of WTA role models who enthusiastically spread the message of preventive care, in many instances sharing compelling and courageous stories of how their own lives have been affected. These influential supporters of the Hologic-WTA partnership include Jessica Pegula, Coco Gauff, Ons Jabeur, Petra Kvitova, Bianca Andreescu, Sloane Stephens, Madison Keys, Maria Sakkari, Paula Badosa, Anett Kontaveit, Ajla Tomljanovic, Martina Navratilova, Carla Suarez Navarro, Lindsay Davenport, Tracy Austin, Kim Clijsters and Pam Shriver.

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Hologic leader Béatrice Lemberg, from left, joined WTA legend Anke Huber and Dr. Julia Fischer to discuss greater advocacy for women's health during a panel event in Stuttgart, Germany in April 2023.

Throughout the year, we will pay tribute to the original founding members of the WTA. They have inspired millions of people, including me, by delivering on their ambitious, far-reaching goal. Hologic and the WTA share a vision of championing women through world-class healthcare and equity. We're well into that journey of actualization and look forward to the additional progress we will make together.

Join us on this journey of championing women! Regardless of your gender, remember to make your health a top priority. Carve out time for regular doctor's visits and essential health screenings. Help your loved ones prioritize their own health, too.

On behalf of Hologic and the WTA, please remember this winning fact: Preventive care saves lives.

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