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| **NEWS RELEASE**                                   126th Annual Pacific Coast Men's Doubles ChampionshipMarch 5-8, 2015La Jolla Beach & Tennis Club, La Jolla, Calif. |

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| **FOR IMMEDIATE RELEASE**                      Media Contacts:               J. Fred Sidhu                                            Nancy Lukacev, Marketing Coordinator(619) 507-6943                                        La Jolla Beach & Tennis Club. Inc.(619) 282-5706                                        (858) 551-4639jfscommunications@gmail.com               Nancy@ljbtc.com              **126th ANNUAL PACIFIC COAST MEN'S DOUBLES CHAMPIONSHIP****SET FOR MARCH 5-8, 2015 AT LA JOLLA BEACH & TENNIS CLUB***Players From 19 Men’s Collegiate Tennis Teams to Compete For Prestigious Title* The following collegiate tennis teams have entered the 2015 Pacific Coast Men’s Doubles Championship: **Boston College****Claremont McKenna—Mudd—Scripps (CMS)****Georgetown University****Oklahoma State University (OSU)****Pepperdine University****Rice University****St. John’s University****San Diego State University (SDSU)****Stanford University****University of California, Berkeley (CAL)****University of California at Davis (UC Davis)****University of California, Los Angeles (UCLA)****University of California, San Diego (UCSD)****University of Michigan****University of Nevada at Las Vegas (UNLV)****University of San Diego (USD)****University of Southern California (USC)****Villanova University****William & Mary** Starting times for each day of the tournament will be as follows:  Thursday, March 5– **2 p.m**.; Friday, March 6 – **8 a.m.**; Saturday, March 7 and Sunday, March 8 – **9 a.m.** (All times are PST) Sunday’s schedule will feature the semifinals, followed by the final (after suitable rest). The draw for the Pacific Coast Men’s Doubles Championship will be completed on the evening of Tuesday, March 3 and posted on the tournament website at:[http://tennislink.usta.com/Tournaments/TournamentHome/Tournament.aspx?T=153473](http://facebook.us9.list-manage1.com/track/click?u=7ccd3a36139c4733b0e5084ca&id=3603f210a0&e=7b607f1057) La Jolla Beach & Tennis Club welcomes tennis spectators to view the tournament with free admission. On-site parking is available for a nominal fee. For information, please visit [www.LJBTC.com](http://facebook.us9.list-manage.com/track/click?u=7ccd3a36139c4733b0e5084ca&id=868c4e30c1&e=7b607f1057).The San Diego United States Professional Tennis Association (USPTA) Divisional Convention will be held concurrently with the Pacific Coast Men’s Doubles Championship at the La Jolla Beach & Tennis Club on Sunday, March 8. The convention, which begins at 8 a.m. (PST), will feature a full-schedule of guest speakers including former touring tennis professional and tennis coach Larry Stefanki and National USPTA CEO/Executive Director John Embree. For additional convention information, contact Don Gomsi at USPTASD@hotmail.com.Named “Club of the Year” for 2011 by the San Diego District Tennis Association and one of the “Top 50 Tennis Resorts in the World” by Tennis Resorts Online, the La Jolla Beach & Tennis Club's reputation as a top tennis destination started when it attracted its first major tournament – the Pacific Coast Men's Doubles Championship in 1942. The tournament is one of the five-oldest tennis events in the world and the second oldest tennis event in the United States. First held in 1890 at The Hotel Del Monte in Monterey, California, the event was created to promote the sale of real estate on the Monterey peninsula. The original concept pitted the best players from the East versus those from the West. This coast-to-coast rivalry was the inspiration for the Davis Cup. Past winners of the Pacific Coast Men’s Doubles Championship include Jack Kramer, Ted Schroeder, Bobby Riggs, Pancho Segura, Don Budge, Tony Trabert, Stan Smith, Bob Lutz, Arthur Ashe, Dennis Ralston, John McEnroe, and many other world-class champions.The Club will also be hosting the USTA National Hard Court Championships for Women’s 50-90 age groups and La Jolla Beach & Tennis Club Hard Court Tournament for Men’s 60-85 age groups on Monday, May 11, through Sunday, May 17.**About the La Jolla Beach & Tennis Club, Inc.** – La Jolla Beach & Tennis Club is a fourth-generation, family-owned and operated company dedicated to the operation of a 14-acre beachside resort. The resort includes three properties, including the exclusive La Jolla Beach & Tennis Club, the 128-room La Jolla Shores Hotel and the award-winning Marine Room restaurant. Resort amenities include 14 championship tennis courts, a nine-hole Par-3 golf course, two swimming pools, two additional oceanfront restaurants and cocktail lounges, and one of Southern California’s only private beaches. For more information, visit [www.LJBTC.com](http://facebook.us9.list-manage1.com/track/click?u=7ccd3a36139c4733b0e5084ca&id=811b65d16f&e=7b607f1057). ###  |

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| --**126th Annual Pacific Coast Men's Doubles ChampionshipMarch 5-8, 2015La Jolla Beach & Tennis ClubLa Jolla, Calif.****J. Fred Sidhu****619-282-5706****(o)****619-507-6943****(c)** |

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