



## ANNOUNCEMENT

1 May 2023

Back on June 18, 2022 the Badminton World Federation (BWF) announced the new 31-event World Tour calendar, which included the promotion of the Yonex Canada Open up to the Super 500 level.

BWF Secretary General Thomas Lund said the BWF World Tour 2023-2026 promises to elevate the status of badminton globally.

“Badminton is one of the fastest-growing sports in the world with all-time high participation and fan numbers. More tournaments give us a fantastic opportunity to enhance the sport’s reach around the world, not only in established territories, but into new ones as well. It also allows for more players to enter our elite circuit and gain valuable experience,” he said.

“We were very encouraged by the large number of high-quality bids we received and that bodes well for a bigger and better tour across the next four years. It enables us to commit to higher prize money, greater coverage on television and online, and spectacular presentation, all contributing to an enhanced world-class sports product that we seek.”

In hosting the Super 500 level event, Calgary joins host cities such as Bangkok, Thailand; Kumamoto, Japan; Kuala Lumpur, Malaysia; Vantaa, Finland; Hong Kong, Sydney, Australia; and Seoul, Korea.

The HSBC BWF World Tour Yonex Canada Open Super 500 will be held at the WinSport Event Centre from July 4-9, 2023.

The tournaments are divided into four levels – Super 1000 (four tournaments), Super 750 (six tournaments), Super 500 (nine tournaments) and Super 300 (eleven tournaments). Each of these tournaments offers different ranking points and prize money. The highest points and prize pool is offered at the Super 1000 level.

The qualifying phase for the 2024 Summer Olympics is set to begin on May 1, 2023, and will conclude April 28, 2024. The Yonex Canada Open Super 500 is positioned early in the qualifying period which should result in a strong entry from among the world’s top shuttlers looking to capitalize early in the long grueling season consisting of 31 events within the 52-week period.

Tickets go on sale May 1, 2023 and can be purchased from [www.canadaopen.net](http://www.canadaopen.net)

Yonex is the world leader in Golf, Tennis and Badminton equipment.

For additional information contact Jeff Bell, Tournament Director at 403.297-2108



