

Katrina M. Adams Commands The Film Arena

Katrina M. Adams, former President and Chairman of the United States Tennis Association (USTA), joins Shimmershine Entertainment as Executive Producer of a new tennis film.



Los Angeles, California May 26, 2022 ([Issuewire.com](https://www.issuewire.com)) - Katrina M. Adams, author of [Own the Arena: Getting Ahead, Making a Difference, and Succeeding as the Only One](#), an autobiography of her experiences in the upper echelons of sports leadership, has joined forces with [Shimmershine Entertainment](#) as Executive Producer of the feature-length motion picture entitled *Now*.

Adams, who served an unprecedented two consecutive terms as Chairman and President of the United States Tennis Association (USTA) and was also a professional tennis player on the Women's Tennis Association (WTA) tour – winning 20 career doubles titles, brings a wealth of experience and expertise to the project. She joins producers Michele Rashida Turner and Ayanna Maharry.

“We are beyond ecstatic to have Katrina on board,” states Maharry. “Obviously, this is a game-changer for this project.”

Now is a sports drama that explores the relationship between a tennis player and her coach. The film will feature an all-star cast as well as cameos from elite professional tennis players and celebrity tennis fans. While the team remains tight-lipped about the details of the project, they gush over the story. “Hitchcock said, ‘To make a great film you need three things - the script, the script, and the script,’” states Turner. “The script, for *Now*, has received exceptional reviews from various industry professionals, so we are extremely confident about the film.”

“We are excited about the partnerships we have built and are continuing to build around this film,” continues Maharry. “Tennis is a global sport and we are producing a global movie that will have global exposure and impact.”

Katrina Adams served on the board of the US Open from 2005 to 2020 and is the Vice President of the International Tennis Federation (ITF). She is also the Executive Director of the Harlem Junior Tennis and Education Program.

Shimmershine Entertainment is a Los Angeles-based motion picture production company. Log on to www.Shimmershine.com for updates and information about the company and *Now*.



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