

19TH ANNUAL

DESERT SMASH

A CHARITY CELEBRITY TENNIS EVENT

Total Press Hits: 75

Total Press Impressions: 24,549,109,530

Total Social Impressions: 15,637,945

Total Ad Value: \$43,925,608.75

Note: Impressions and ad values pulled from a combination of meltwater and similarweb

PRE-EVENT COVERAGE

ONLINE PRESS COVERAGE

SportsKeeda

Impressions: 88,400,000

Ad Value: \$362,765.45

<https://www.sportskeeda.com/tennis/news-frances-tiafoe-casper-ruud-victoria-azarenka-set-play-charity-celebrity-event-desert-smash-2023>

SportsKeeda

Impressions: 88,400,000

Ad Value: \$362,765.45

<https://www.sportskeeda.com/tennis/news-victoria-azarenka-rejoices-donna-veking-s-victory-croatian-beats-caroline-garcia-clinch-monterrey-open-title>

Event Brite Palm Springs

Impressions: 45,800,000

Ad Value: \$254,657.57

<https://www.eventbrite.com/e/desert-smash-tickets-541813106587>

Patch Palm Desert

Impressions: 26,000,000

Ad value: \$91,200.17

<https://patch.com/california/palmdesert/calendar/event/20230307/c677e8e1-888d-4106-a2d1-894234f7aeaf/desert-smash>

YardBarker

Impressions: 21,700,000

Ad Value: \$42,675.57

https://www.yardbarker.com/tennis/articles/tiafoe_ruud_azarenka_all_set_to_help_in_a_special_charity_event/s1_17131_38470825

KTLA 5

Impressions: 10,600,000

Ad Value: \$55,260.71

https://ktla.com/community-calendar-ktla/?_escaped_fragment_=/show/?page%3D61%26start%3D2020-03-11#!/details/Desert-Smash/11624870/2023-03-07T10

Tennis.com

Impressions: 2,400,000

Ad Value: \$6,572.9

<https://www.tennis.com/baseline/articles/the-desert-smash-returns-with-victoria-azarenka-casper-ruud-frances-tiafoe>

Discover Los Angeles

Impressions: 635,000

Ad Value: \$4,054.64

<https://www.discoverlosangeles.com/event/2023/03/07/desert-smash>

Tennis Up To Date

Impressions: 501,100

Ad Value: \$2,573.77

<https://tennisuptodate.com/atp/tiafoe-ruud-azarenka-to-play-exhibition-match-at-desert-smash-2023-celebrity-charity-event>

Tennis Now

Impressions: 283,000

Ad Value: \$1,066.85

[https://www.tennisnow.com/Blogs/NET-POSTS/February-2023-\(1\)/Azarenka,-Dimitrov,-Tiafoe-to-Headline-Desert-Smas.aspx](https://www.tennisnow.com/Blogs/NET-POSTS/February-2023-(1)/Azarenka,-Dimitrov,-Tiafoe-to-Headline-Desert-Smas.aspx)

Tennis Infinity

Impressions: 204,900

Ad Value: \$1,976.65

<https://tennis-infinity.com/atp-wta/atp-and-wta-stars-line-up-for-charity-event-desert-smash>

Visit Greater Palm Springs

Impressions: 202,900

Ad Value: \$1,167.66

<https://www.visitgreaterpalmsprings.com/event/desert-smash/8548/>

Visit Greater Palm Springs

Impressions: 202,900

Ad Value: \$1,167.66

<https://www.visitgreaterpalmsprings.com/blog/post/march-in-greater-palm-springs/>

The UBJ

Impressions: 149,400

Ad Value: \$624.01

<https://theubj.com/sports/132480/tiafoe-azarenka-and-more-set-to-play-at-charity-event-desert-smash-2023/>

Palm Springs Life Magazine

Impressions: 118,700

Ad Value: \$660.30

<https://www.palmspringslife.com/events/desert-smash/>

Average Socialite

Impressions: 85,800

Ad Value: \$497.34

<https://www.averagesocialite.com/la-events/2023/3/7/2023-desert-smash-celebrity-tournament-la-quinta>

Desert Sun

Impressions: 84,000

Ad Value: \$5,725.21

https://evvnt.com/events/?_ev_id=1557692_desert_smash

Palmspring.com

Impressions: 56,500

Ad Value: \$1,167.66

<https://www.palmsprings.com/event/desert-smash-la-quinta-resort-club/>

Coachella Valley Independent

Impressions: 30,000

Ad Value: \$130.21

<https://cvindependent.com/events/#!/details/Desert-Smash/11539955/2023-03-07T10>

10sballs

Impressions: 18,400

Ad Value: \$66.65

<https://www.10sballs.com/2023/02/21/desert-smash-returns-with-azarenka-dimitrov-ruud-tiafoe-and-more/>

Coachella Valley Weekly

Impressions: 13,400

Ad Value: \$660.30

<https://coachellavalleyweekly.com/desert-smash-returns/>

Frances Tiafoe, Casper Ruud and Victoria Azarenka set to play at charity celebrity event Desert Smash 2023



Victoria Azarenka, Frances Tiafoe, and Casper Ruud will participate in Desert Smash 2023, a celebrity charity event, which is scheduled to take place on Tuesday, March 7.

The 19th edition of the annual event will kick off at the La Quinta Resort & Club near Indian Wells in the United States. It will feature amateur players, touring pros, and celebrities taking onto the music-infused court for an exhibition match. The proceeds of the same will go to charity.

This year, [Tiafoe](#), [Ruud](#), and [Azarenka](#) will take part in the event alongside Marta Kostyuk and Donna Vekic. The organizers took to social media to announce the date and the sale of tickets.

The matches will be peppered with entertainment, including celebrity red-carpet arrivals and their pairing with the pros for a doubles match. It will be followed by "Desert Smash Bash," an evening after-party with a surprise musical performance.

This year, the organizers have partnered with the Playing For Change Foundation. The global non-profit organization offers 17 music programs across 13 countries to marginalized youth.

Victoria Azarenka will be managing both her appearances at Desert Smash and competing at Indian Wells 2023, which is scheduled to begin on Monday, March 6.

Sportskeeda
March 9, 2023

<https://www.sportskeeda.com/tennis/news-victoria-azarenka-rejoices-donna-vekic-s-victory-croatian-beats-caroline-garcia-clinch-monterrey-open-title>

sportskeeda

LOG IN

Victoria Azarenka sends heartfelt message after Donna Vekic beats Caroline Garcia to clinch Monterrey Open title

Azarenka will soon get the opportunity to congratulate Vekic in person, as the two players will [take part](#) in Desert Smash 2023 on Tuesday. Desert Smash is a celebrity charity tennis event at the La Quinta Resort & Club near Indian Wells.

Eventbrite
February 15, 2023

<https://www.eventbrite.com/e/desert-smash-tickets-541813106587>

eventbrite

Menu

Mar 07



Desert Smash

Tennis exhibition matches with pros Casper Ruud, Victoria Azarenka, Marta Kostyuk, and Frances Tiafoe amongst others, and celebrities.

By The La Quinta Resort & Club

Follow

When and where



Date and time

Tue, March 7, 2023,
10:00 AM – 10:30 PM PST



Location

La Quinta Resort & Club,
Curio Collection by Hilton
49-499 Eisenhower Drive La
Quinta, CA 92253

Hide map ^


About this event

The 19th annual Desert Smash charity celebrity tennis event is back! Join us for a day of tennis exhibition matches with pros Casper Ruud, Victoria Azarenka, Marta Kostyuk, and Frances Tiafoe amongst others and some of your favorite celebrities. Desert Smash is proud to be partnering with Playing For Change Foundation. After the tournament, enjoy the Desert Smash Bash at Zenyara private estate featuring a surprise musical performance. With various VIP packages available, you'll have the ultimate experiential opportunity to participate and play in Desert Smash, purchase on-court and courtside seats or even a champagne table for you and your friends!

Patch


March 7, 2023

<https://patch.com/california/palmdesert/calendar/event/20230307/c677e8e1-888d-4106-a2d1-894234f7aeaf/desert-smash>



☰ Patch Lauren Arebalo  + Follow


Palm Desert, CA


Palm Desert | Local Event
Desert Smash
Rachel Barko, Local Business



Event Details

 Tue, Mar 7, 2023 at 10:00 AM [Add to calendar](#) 

 La Quinta Resort & Club, Curio Collection by Hilton, 49-499 Eisenhower Dr, La Quinta, CA, 92253

 [More info here](#)

The 19th annual Desert Smash charity celebrity tennis event is back! Join us for a day of tennis exhibition matches with pros Casper Ruud, Victoria Azarenka, Marta Kostyuk, and Frances Tiafoe amongst others and some of your favorite celebrities. Desert Smash is proud to be partnering with Playing For Change Foundation. After the tournament, enjoy the Desert Smash Bash at Zenyara private estate featuring a surprise musical performance. With various VIP packages available, you'll have the ultimate experiential opportunity to participate and play in Desert Smash, purchase on-court and courtside seats or even a champagne table for you and your friends!

YardBarker

February 14, 2023

<https://www.yardbarker.com/tennis/articles/tiafoe-ruud-azarenka-all-set-to-help-in-a-special-charity-event/s1-17131-38470825>

YARBARKER

NEWSLETTERS



Tiafoe, Ruud, Azarenka all set to help in a special charity event

Victoria Azarenka, Frances Tiafoe, and Casper Ruud have all been confirmed to take part in this year's edition of the charity tennis event Desert Smash.

The event, now about to kick off its 19th edition, takes place at the La Quinta resort in California just before the first leg of the Sunshine Double, down the road at Indian Wells.

It will feature amateur players, touring pros, and celebrities taking part in exhibition matches, along with music and other festivities all of which will raise money for charity.

Join us for the big match! Desert Smash is the most recognized celebrity tennis event in the world, bringing the biggest names in Hollywood, music & pro tennis together to battle on-court for charity.

The announcement on Desert Smash's official social media page

This year, Frances Tiafoe, Casper Ruud, and Victoria Azarenka will all take part in the event alongside Ukrainian [Marta Kostyuk](#) and [Donna Vekic](#).

The matches will be played alongside other entertainment, including celebrity red-carpet arrivals, with some celebs geared up to pair with the pros for a doubles match. It will be followed by "Desert Smash Bash," an evening after-party with a surprise musical performance.

This year, the organizers have partnered with the Playing For Change Foundation. The global non-profit organization offers 17 music programs across 13 countries to youth and vulnerable people.

The players appearing this year will be managing both their commitment to Desert Smash alongside their appearances at Indian Wells 2023, which is scheduled to begin on Monday, March 6, just the day prior to this year's Desert Smash.

Tiafoe is currently in the States, where has just competed at the Dallas Open, losing in the Quarter-Finals. Ruud has yet to play since falling in the second round of the Australian Open in the middle of January, while Azarenka is currently competing in Doha at the Qatar Open.

KTLA5

March 7, 2023

https://ktla.com/community-calendar-ktla/?_escaped_fragment_=/show/?page%3D61%26start%3D2020-03-11#!/details/Desert-Smash/11624870/2023-03-07T10

LIVE NOW
KTLA 5 News Live at 4

KTLA 5
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SIGN UP

56° LOS ANGELES

Community calendar



Promote | Bookmark



Desert Smash

Tuesday, March 07, 2023, 10:00am-10:30pm

[Add to Calendar](#)

Location

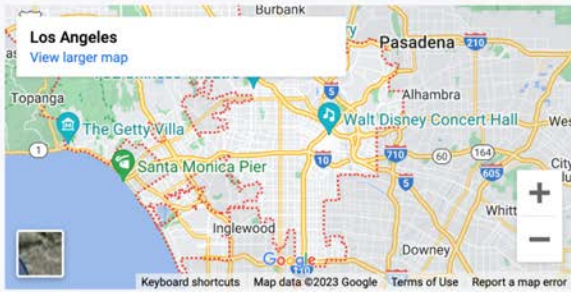
Los Angeles, CA

Price

\$0.00 to \$450.00

Description

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More Info

Tennis.com

February 28, 2023

<https://www.tennis.com/baseline/articles/the-desert-smash-returns-with-victoria-azarenka-casper-ruud-frances-tiafoe>



Headlined by P!nk, Desert Smash returns with Victoria Azarenka, Casper Ruud, Frances Tiafoe

The annual celebrity tennis event is teaming up with Playing For Change Foundation.

Are you ready for the 19th annual Desert Smash?

On Tuesday, March 7, La Quinta Resort & Club will host the charity tennis event of the season, the perfect lead-up to the 2023 BNP Paribas Open at the Indian Wells Tennis Garden. Desert Smash is partnering with Playing For Change Foundation, which looks to support communities around the world through music.

Speaking of music, Grammy award-winning artist P!nk will be making her Desert debut along with a roster of beloved musicians including James Marsden, Natasha Bedingfield, Lance Bass, and Colton Underwood.

Not only will the music rock the desert, but the tennis is going to be *smashing*. (Get it?)

Moving past the pun, let's talk about this year's killer pro roster, including current world No. 4 Casper Ruud, two-time Grand Slam champion Victoria Azarenka, Wilson ambassador Grigor Dimitrov, rising star Marta Kostyuk, Australian Open semifinalist Donna Vekic, and American favorite Frances Tiafoe.

Ticket upgrades range anywhere from opportunities to participate and play in Desert Smash to invitations to an evening after party to VIP on-court seating where you can practically smell the sweat.

All of that culminates with a super-exclusive evening after party, the "Desert Smash Bash", hosted at ZENYARA, the private estate of billionaire philanthropist and friend of the event, Michael Scott.

Discover Los Angeles

February 15, 2023

<https://www.discoverlosangeles.com/events>



DESERT SMASH

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Tennis Up To Date

March 7, 2023

<https://tennisuptodate.com/atp/tiafoe-ruud-azarenka-to-play-exhibition-match-at-desert-smash-2023-celebrity-charity-event>



15/02/2023 02:30
TIAFOE, RUUD, AZARENKA TO PLAY EXHIBITION MATCH AT DESERT SMASH 2023 CELEBRITY CHARITY EVENT

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Tennis Now February 20, 2023

[https://www.tennisnow.com/Blogs/NET-POSTS/February-2023-\(1\)/Azarenka,-Dimitrov,-Tiafoe-to-Headline-Desert-Smas.aspx](https://www.tennisnow.com/Blogs/NET-POSTS/February-2023-(1)/Azarenka,-Dimitrov,-Tiafoe-to-Headline-Desert-Smas.aspx)

 Search

Azarenka, Dimitrov, Tiafoe to Headline Desert Smash Charity Event

The stars will return to Desert Smash next month.

The biggest names in pro tennis and entertainment will battle on-court for a cause as the 19th annual Desert Smash returns to the world-renowned La Quinta Resort & Club on March 7, 2023.

For the past 19 years, world class tennis players, composed of ranked WTA and ATP tour players, have generously donated their time to participate in the country's most prominent charitable set of matches.

This year's pros include two-time Grand Slam Champion **Victoria Azarenka**, 2022 Roland Garros and US Open finalist **Casper Ruud**, **Grigor Dimitrov**, **Marta Kostyuk**, 2023 Australian Open semifinalist **Donna Vekić** and 2020 Arthur Ashe Humanitarian Award winner **Frances Tiafoe**.

Each year, this sell-out event gives tennis fans access to a once in a lifetime opportunity to witness some of the best tennis professionals join forces with Hollywood's biggest celebrities for the one-day extravaganza.

This year will be no exception with the addition of Grammy award-winning artist Pink, who will be making her Desert Smash debut. Expected players to join Pink include Timothy Olyphant, Gavin Rossdale, James Marsden, Natasha Bedingfield, Colton Haynes, Lance Bass, Colton Underwood, Josh Richards, and more. Additional players to be announced in the coming weeks.

The Desert Smash Celebrity/Pro-Am Tournament is arguably one of the country's most prominent charitable set of matches, featuring ranked WTA and ATP Tour players and some of the most notable and recognized celebrity players from Hollywood.

Past participants include Novak Djokovic, John Isner, Stan Wawrinka, Mike and Bob Bryan, Andre Agassi, Steffi Graf, Maria Sharapova, Caroline Wozniacki, Victoria Azarenka and Eugenie Bouchard.

In traditional Desert Smash fashion, the day will kick off with a LVBL Experience powered by Wilson at the La Quinta Resort & Club Tennis Center. LVBL is a gamified, fast-paced, high cardio, music infused, LIVEBALL "king/queen of the court" that will include amateurs, touring pros, and celebrities. Find out about them at www.lvbl.club!

Following this fun interactive experience is the fan favorite Desert Smash Tennis Exhibition, with longtime ESPN on-air Grand Slam Tennis host Chris McKendry as the emcee and chair umpires at the helm steering fans through an array of competitive, yet entertaining matches. The on-court matches will begin with a WTA Tour pro player match and continue with celebrity + pro player doubles matches—in Desert Smash form—all mic'd up providing amusing on-court banter! The exhibition will conclude with an ATP Tour men's singles match featuring two of the most well recognized players in the game. Throughout the entire exhibition, guests can expect on-court special appearances, an incredible on-court live auction, fan interaction and interviews you will only see at Desert Smash!

The official evening after party, Desert Smash Bash, will be hosted at ZENYARA the private estate of billionaire Philanthropist and friend of the event, Michael Scott. The exclusive party will feature an ultra-premium hosted bar, passed hors d'oeuvres and memorable surprise musical performance!

This year's event, produced with MVA Experiential, Brand Innovators and Epic Sports, will be raising money and awareness for Playing For Change Foundation (PFCF). Founded in 2007, PFCF was established to create positive change through music and arts education. The international non-profit organization is currently operating 17 music programs across 13 countries.

Tickets for Desert Smash and Desert Smash Bash are available for purchase [now here](#).

Tennis Infinity
February 14, 2023

<https://tennis-infinity.com/atp-wta/atp-and-wta-stars-line-up-for-charity-event-desert-smash>



Login 

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Visit Greater Palm Springs

<https://www.visitgreaterpalmsprings.com/event/desert-smash/8548/>



DESERT SMASH

This event has passed; please visit our main [events/](/events/) page for upcoming events.
When: March 7, 2023
10:00 AM to 10:30 PM

49499 Eisenhower Drive
La Quinta, CA 92253

Phone: (760) 564-4111

The 19th annual Desert Smash charity celebrity tennis event is back! Join us for a day of tennis exhibition matches with pros Casper Ruud, Victoria Azarenka, Marta Kostyuk, and Frances Tiafoe amongst others, and some of your favorite celebrities. Desert Smash is proud to be partnering with Playing For Change Foundation. After the tournament, enjoy the Desert Smash Bash at Zenyara private estate featuring a surprise musical performance. With various VIP packages available, you'll have the ultimate experiential opportunity to participate and play in Desert Smash, purchase on-court and courtside seats, or even a champagne table for you and your friends!

Price: \$450 - \$10,000

Visit Greater Palm Springs

March 1, 2023

<https://www.visitgreaterpalmsprings.com/blog/post/march-in-greater-palm-springs/>



March in Greater Palm Springs

Mar. 01, 2023

This month in Greater Palm Springs holds endless opportunities. Whether you are looking for some friendly competition that will get you hitting the trails or you want to experience endless relaxation, this sun-kissed oasis has it all. Enjoy the beautiful spring days and soak up every bit of your spring break! Find out about all of the events, special offers, and fun things to do this month in Greater Palm Springs.

SIGNATURE EVENTS

DESERT SMASH

When: March 7

The 19th annual charity celebrity tennis event returns to bring the world's biggest stars together for an important cause. This event is held at the beautiful La Quinta Resort & Club. Purchase your tickets today [here](#).

The UBJ
February 14, 2023

<https://theubj.com/sports/132480/tiafoe-azarenka-and-more-set-to-play-at-charity-event-desert-smash-2023/>

Tiafoe, Azarenka And More Set To Play At Charity Event Desert Smash 2023

Two time Australian Open champion Victoria Azarenka is set to play alongside Frances Tiafoe and Casper Ruud in Desert Smash 2023, a celebrity event, that's scheduled on March 7.

The event's 19th edition will commence at the La Quinta Resort & Club near Indian Wells in the United States. The proceeds of the event will go to the charity.

The organizers of the event earlier took to social media to announce the news. "Join us for the big match! Desert Smash is the most recognized celebrity tennis event in the world, bringing the biggest names in Hollywood, music & pro tennis together to battle on-court for charity," the announcement read.

Palm Springs Life

<https://www.palmspringslife.com/events/desert-smash/>

PALM SPRINGS LIFE



Desert Smash

The 19th annual Desert Smash charity celebrity tennis event is back! Join us for a day of celebrity tennis exhibition matches featuring Casper Ruud, Victoria Azarenka, Marta Kostyuk, and Frances Tiafoe amongst others.

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- DATE**
Mar 07 2023
Expired!
- TIME**
10:00 am - 10:30 pm
- COST**
\$450-\$10,000
- MORE INFO**
More information
- LOCATION**
La Quinta Resort and Club
48495 Eisenhower Drive, La Quinta, CA, USA

Average Socialite

<https://www.averagesocialite.com/la-events/2023/3/7/2023-desert-smash-celebrity-tournament-la-quinta>

AVERAGE SOCIALITE

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SUBSCRIBE TO OUR FREE
NEWSLETTER

2023 DESERT SMASH CELEBRITY TOURNAMENT, LA QUINTA

Tuesday, March 7, 2023

10:00 AM – 10:30 PM

The La Quinta Resort & Club

49/499 Eisenhower Drive, La Quinta, CA, 92253, United States (map)

Deets: The 19th annual Desert Smash charity celebrity tennis event is back! Join us for a day of tennis exhibition matches with pros Casper Ruud, Victoria Azarenka, Marta Kostyuk, and Frances Tiafoe amongst others and some of your favorite celebrities. Desert Smash is proud to be partnering with Playing For Change Foundation. After the tournament, enjoy the Desert Smash Bash at Zenyara private estate featuring a surprise musical performance. With various VIP packages available, you'll have the ultimate experiential opportunity to participate and play in Desert Smash, purchase on-court and courtside seats or even a champagne table for you and your friends!

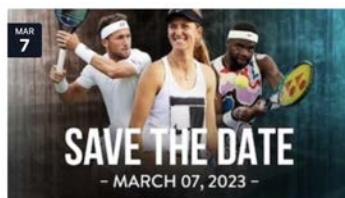
Who You May Spot: Two-time Grand Slam Champion, **Victoria Azarenka**, 2022 Roland Garros and US Open Finalist and current ATP Tour world #4, **Casper Ruud**, WTA Rising Star, **Marta Kostyuk**, WTA Tour #30, **Donna Vekic** and 2020 Arthur Ashe Humanitarian Award winner and ATP Tour world #15, **Frances Tiafoe**

Hint for the Average Socialite: Buy tickets below.

Evvnt.com

https://evvnt.com/events/? ev_id=1557692 desert smash

evvnt HOW IT WORKS EVENT CREATORS NETWORK PARTNERS REQUEST A DEMO HELP
SIGN UP / LOG IN



Desert Smash

Tue at 10:00AM - 10:30PM

La Quinta Resort & Club, Curio

Collection by Hilton

49-499 Eisenhower Drive
La Quinta
92253

\$450.00



GET TICKETS

A day of tennis exhibition matches with pros Casper Ruud, Victoria Azarenka, Marta Kostyuk, and Frances Tiafoe amongst others, and some of your favorite celebrities.

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Palmsprings.com

<https://www.palmsprings.com/event/desert-smash-la-quinta-resort-club/>



Desert Smash

Event Details

Tue, Mar 7, 2023 at 10:00 AM [Add to calendar](#)

La Quinta Resort & Club, Curio Collection by Hilton, 49-499 Eisenhower Dr, La Quinta, CA, 92253

[More info here](#)

The 19th annual Desert Smash charity celebrity tennis event is back! Join us for a day of tennis exhibition matches with pros Casper Ruud, Victoria Azarenka, Marta Kostyuk, and Frances Tiafoe amongst others and some of your favorite celebrities. Desert Smash is proud to be partnering with Playing For Change Foundation. After the tournament, enjoy the Desert Smash Bash at Zenyara private estate featuring a surprise musical performance. With various VIP packages available, you'll have the ultimate experiential opportunity to participate and play in Desert Smash, purchase on-court and courtside seats or even a champagne table for you and your friends!

Coachella Valley Independent

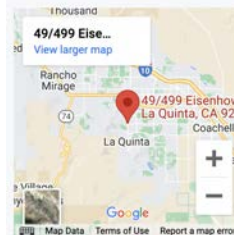
<https://cvindependent.com/events/#!/details/Desert-Smash/11539955/2023-03-07T10>



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IN-PERSON

Desert Smash

Tue, Mar 07, 2023, 10:00am-10:30pm

[Add to Calendar](#)

Location

The La Quinta Resort & Club
49-499 Eisenhower Dr
La Quinta, CA
760.564.4111
[Directions](#)

Price

\$450.00 to \$10,000.00—four different packages available

[Get Tickets](#)

Description

The 19th annual Desert Smash charity celebrity tennis event is back! Join us for a day of tennis exhibition matches with pros Casper Ruud, Victoria Azarenka, Marta Kostyuk, and Frances Tiafoe amongst others and some of your favorite celebrities. Desert Smash is proud to be partnering with Playing For Change Foundation. After the tournament, enjoy the Desert Smash Bash at Zenyara private estate featuring a surprise musical performance. With various VIP

10sballs

February 21, 2023

<https://www.10sballs.com/2023/02/21/desert-smash-returns-with-azarenka-dimitrov-ruud-tiafoe-and-more/>



Desert Smash Returns With Azarenka, Dimitrov, Ruud, Tiafoe and More!



Frances Tiafoe as among the stars set to play the 19th annual Desert Smash. Photo by TMO/DOT A.

The stars will return to Desert Smash next month.

The biggest names in pro tennis and entertainment will battle on-court for a cause as the 19th annual Desert Smash returns to the world-renowned La Quinta Resort & Club on March 7, 2023.

For the past 19 years, world class tennis players, composed of ranked WTA and ATP tour players, have generously donated their time to participate in the country's most prominent charitable set of matches.

This year's pros include two-time Grand Slam champion, **Victoria Azarenka**, 2022 Roland Garros and US Open finalist **Casper Ruud**, **Grigor Dimitrov**, **Marta Kostyuk**, 2023 Australian Open semifinalist **Donna Vekić** and 2020 Arthur Ashe Humanitarian Award winner **Frances Tiafoe**. Past Desert Smash alumni include Novak Djokovic, Serena Williams, Stan Wawrinka and Andre Agassi.

Each year, this sell-out event gives tennis fans access to a once in a lifetime opportunity to witness some of the best tennis professionals join forces with Hollywood's biggest celebrities for the one-day extravaganza. This year will be no exception with the addition of Grammy award-winning artist **Pink**, who will be making her Desert Smash debut. Expected players to join Pink include Timothy Olyphant, Gavin Rossdale, James Marsden, Natasha Bedingfield, Colton Haynes, Lance Bass, Cotton Underwood, Josh Richards, and more. Additional players to be announced in the coming weeks.

"We look forward to welcoming Desert Smash back to La Quinta Resort & Club for another successful event," said General Manager Dermot Connolly. "We are proud to play home to an event that not only brings together players, celebrities, fans and supporters alike to contribute to worthy causes, but also celebrates the heritage and comradery of the sport in one of the world's most iconic tennis destinations."

"It's hard to believe we are approaching nearly two decades of Desert Smash, it's incredible to see how far the event has come, all the amazing talent who have generously donated their time and the millions we've raised over the years," said Ryan Macaulay, SVP and Co-Head of the Brand Innovators Sports & Entertainment Group and Founder of the Desert Smash. "With the addition of Brand Innovators this year, and another incredible list of players and celebrities, we cannot wait to see all the action this year will bring, both on and off the court at our original home, La Quinta Resort where the vibe is just incredible. I'm excited to see new and returning players, our incredible sponsor village set up, sip a Desert Smash margarita all the while enjoying fan favorite pros and celebrities having a blast on court while raising money for charity, it doesn't get much better."

In traditional Desert Smash fashion, the day will kick off with a LVBL Experience powered by Wilson at the La Quinta Resort & Club Tennis Center. LVBL is a gamified, fast-paced, high cardio, music infused, LIVEBALL "king/queen of the court" that will include amateurs, touring pros, and celebrities. Find out about them at www.lvbl.club

Following this fun interactive experience is the fan favorite Desert Smash Tennis Exhibition, with longtime ESPN on-air Grand Slam Tennis host Chris McKendry as the emcee and chair umpires at the helm steering fans through an array of competitive, yet entertaining matches. The on-court matches will begin with a WTA Tour pro player match and continue with celebrity + pro player doubles matches—in Desert Smash form—all mic'd up providing amusing on-court banter! The exhibition will conclude with an ATP Tour men's singles match featuring two of the most well recognized players in the game. Throughout the entire exhibition, guests can expect on-court special appearances, an incredible on-court live auction, fan interaction and interviews you will only see at Desert Smash!

The official evening after party, Desert Smash Bash, will be hosted at ZENYARA the private estate of billionaire Philanthropist and friend of the event, Michael Scott. The exclusive party will feature an ultra-premium hosted bar, passed hors d'oeuvres and memorable surprise musical performance!

This year's event, produced with MVA Experiential, Brand Innovators and Epic Sports, will be raising money and awareness for Playing For Change Foundation (PFCF). Founded in 2007, PFCF was established to create positive change through music and arts education. The international non-profit organization is currently operating 17 music programs across 13 countries.

CV Weekly
March 2, 2023

<https://coachellavalleyweekly.com/desert-smash-returns/>



Advertisement

DESERT SMASH RETURNS



WITH TOP-RANKED TENNIS PROS VICTORIA AZARENKA, CASPER RUUD, GRIGOR DIMITROV AND FRANCES TIAFOE FOR ON COURT BATTLE FOR CHARITY WITH PINK, COLTON UNDERWOOD, TIMOTHY OLYPHANT AND OTHER CELEBRITY PLAYERS

The 19th Annual Charity Tennis Event to Benefit Playing For Change Foundation

Desert Smash, the most recognized celebrity tennis event in the world, bringing together the biggest names in pro tennis and entertainment to battle on-court for a cause, returns to the world-renowned La Quinta Resort & Club on March 7, 2023.

For the past 19 years, world class tennis players, composed of ranked WTA and ATP tour players, have generously donated their time to participate in the country's most prominent charitable set of matches. This year's pros include two-time Grand Slam Champion, Victoria Azarenka, 2022 Roland Garros and US Open Finalist and current ATP Tour world #4, Casper Ruud, current ATP Tour world #29 and Wilson ambassador, Grigor Dimitrov, WTA Rising Star, Marta Kostyuk, 2023 Australian Open Semi-Finalist, Donna Vekic and 2020 Arthur Ashe Humanitarian Award winner and ATP Tour world #15, Frances Tiafoe. Past Desert Smash alumni include Novak Djokovic, Serena Williams, Stan Wawrinka and Andre Agassi.



Each year, this sell-out event gives tennis fans access to a once in a lifetime opportunity to witness some of the best tennis professionals join forces with

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POST-EVENT COVERAGE

BROADCAST PRESS COVERAGE

Entertainment Tonight

Impressions: 2,300,646

Ad Value: \$23,438.05

https://archive.tveyes.com/7313/meltwater/9e9aa700-7cb1-43b4-935b-368dcbb759bf/KOVR_03-13-2023_01.30.05.mp4

NCB Palm Springs

Impressions: 105,000

Ad Value: \$9.00

<https://elementbrandgroup.box.com/s/yz47z4mzrbfup64t1p2hy1uaw8h59vmn>

E! News

Impressions: 89,705

Ad Value: \$27,006.00

https://archive.tveyes.com/7313/meltwater/7a1e445f-0678-42e0-ba5e-81ee23a16efa/USETV_03-08-2023_23.02.39.mp4



ET Entertainment Tonight

KPRC-HOU (NBC) Houston, TX (DMA : 10)

3/9/2023 11:30-12:00 PM Length: 2:49 Local Audience 50495 National Audience 1037531 Local Spot Cost 588 National Spot Cost 7688

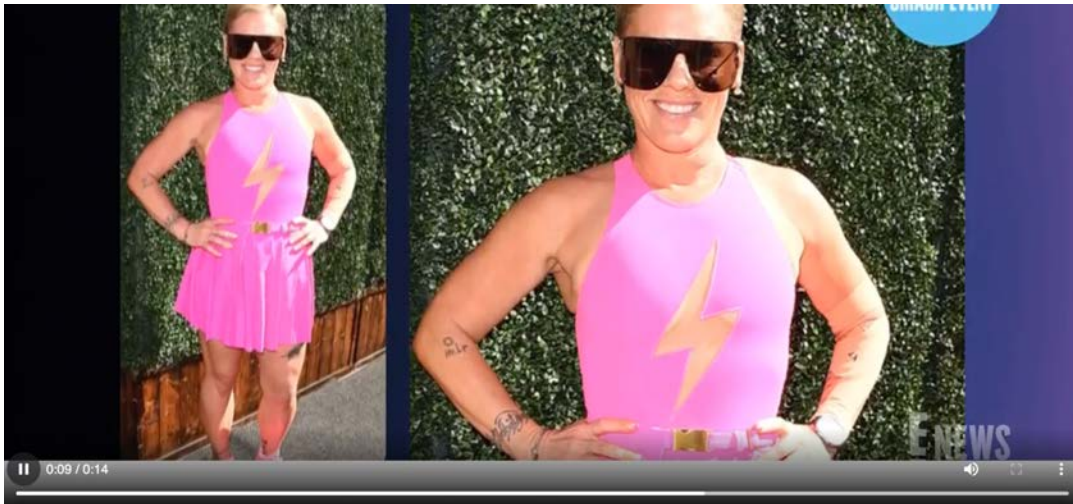




E! News

E! Entertainment U.S. Cable

3/8/2023 11:00-11:30 PM Length: 2:25 Cable Audience 89705 Cable Spot Cost 1354



PRINT PRESS COVERAGE

PEOPLE

Impressions: 3,556,753

Ad Value: \$327,712.00

Star Magazine

Impressions: 763,101

Ad Value: \$28,907.00

The Desert Sun

Impressions: 13,977

Ad Value: \$4,377.00

People Magazine



ONLINE PRESS COVERAGE

Daily Mail

Impressions: 360,500,000

Ad Value: \$710,147.31

<https://www.dailymail.co.uk/tvshowbiz/article-11833349/Pink-wows-vibrant-ensemble-flaunting-sporty-19th-Annual-Desert-Smash.html>

MSN (Daily Mail pickup)

Impressions: 747,600,000

Ad Value: \$1,713,429.58

<https://www.msn.com/en-in/news/other/pink-wows-while-flaunting-her-sporty-side-at-19th-annual-desert-smash/amp/ar-AA18llae>

People.com

Impressions: 151,200,000

Ad Value: \$1,600,030.00

<https://people.com/celebrity/star-tracks-wednesday-march-8-2023/>

Yahoo! Entertainment (People pickup)

Impressions: 3,000,000,000

Ad Value: \$74,149.17

<https://www.yahoo.com/entertainment/florence-pugh-wows-premiere-good-110000012.html>

MSN (People pickup)

Impressions: 747,600,000

Ad Value: \$14,395,939.00

<https://www.msn.com/en-us/entertainment/entertainment-celebrity/florence-pugh-wows-at-the-premiere-of-a-good-person-in-london-plus-keanu-reeves-jimmy-kimmel-and-more/ss-AA18p6nD>

USA Today

Impressions: 127,700,000

Ad Value: \$583,510.94

<https://www.usatoday.com/picture-gallery/entertainment/celebrities/2023/03/09/celebrity-photos-march-2023/11434591002/>

MSN (USA Today pickup)

Impressions: 747,600,000

Ad Value: \$1,713,429.58

<https://www.msn.com/en-us/music/news/best-celebrity-photos-of-2022-so-far-rihanna-kim-kardashian-doja-cat-lizzo-and-more/ss-AAYE7ol?ocid=BingNewsSearch>

The Sun

Impressions: 79,700,000

Ad Value: \$250,770.26

<https://www.thesun.co.uk/tvandshowbiz/21640203/take-that-star-debut-solo-dance-album-lufthaus/>

SportsKeeda

Impressions: 73,500,000

Ad Value: \$362,765.45

<https://www.sportskeeda.com/tennis/news-grigor-dimitrov-takes-role-coach-guides-popstar-pink-practice-ahead-desert-smash-charity-event-indian-wells-2023>

Daily Star UK

Impressions: 46,900,000

Ad Value: \$203,269.04

<https://www.dailystar.co.uk/sport/us-sport/tennis-rachel-stuhlmann-indian-wells-29398468>

Variety

Impressions: 38,100,000

Ad Value: \$186,747.00

<https://variety.com/gallery/hollywood-party-pics/>

Women's Health Magazine

Impression: 36,100,000

Ad Value: \$199,381.00

<https://www.womenshealthmag.com/fitness/a43249492/pink-legs-arms-tennis-minidress-photos/>

Yahoo! Life (Women's Health pickup)

Impressions: 3,000,000,000

Ad Value: \$3,243,276.00

https://www.yahoo.com/lifestyle/pinks-mega-sculpted-legs-workout-171900230.html?fr=sycsrp_catchall

AOL.com (Women's Health pickup)

Impressions: 222,500,000

Ad Value: \$913,061.00

<https://www.aol.com/pinks-mega-sculpted-legs-workout-171900835.html>

AOL Entertainment (Women's Health pickup)

Impressions: 222,500,000

Ad Value: \$159,652.95

<https://www.aol.com/entertainment/pink-talks-surgery-recovery-upcoming-013059520.html>

AOL Lifestyle (Women's Health pickup)

Impressions: 222,500,000

Ad Value: \$159,652.95

<https://www.aol.com/lifestyle/pinks-mega-sculpted-legs-workout-171900835.html>

Parade

Impressions: 27,300,000

Ad Value: \$124,081.00

<https://parade.com/news/pink-shows-off-tennis-skills-electric-neon-skirt-photos>

Yahoo! Lifestyle (Parade pickup)

Impressions: 3,000,000,000

Ad Value: \$3,547,076.12

<https://www.yahoo.com/lifestyle/pink-shows-off-tennis-skills-200924225.html>

MSN (E! Online pickup)

Impressions: 747,600,000

Ad Value: \$1,713,429.58

<https://www.msn.com/en-us/travel/tripideas/party-pics-global/ss-BB1bFjOH>

SheKnows

Impressions: 20,500,000

Ad Value: \$90,412.26

<https://www.sheknows.com/parenting/articles/2732956/pinks-kids-have-toy-rule/>

MSN (SheKnows pickup)

Impressions: 747,600,000

Ad Value: \$1,713,429.58

<https://www.msn.com/en-us/lifestyle/lifestyle-buzz/pink-has-a-genius-rule-for-when-her-kids-get-new-toys-and-we-want-to-implement-it-too/ar-AA18pZ2F>

Yahoo Lifestyle (SheKnows pickup)

Impressions: 3,000,000,000

Ad Value: \$76,875.79

<https://www.yahoo.com/lifestyle/pink-genius-rule-her-kids-163549412.html>

Entertainment Tonight Online

Impressions: 11,400,000

Ad Value: \$114,876.00

<https://www.etonline.com/pink-talks-surgery-recovery-upcoming-trustfall-tour-and-teaching-her-kids-to-give-to-others-200498>

MSN (ET Online pickup)

Impressions: 747,600,000

Ad Value: \$4,029,195.00

<https://www.msn.com/en-us/music/celebrity/pink-talks-surgery-recovery-upcoming-trustfall-tour-and-teaching-her-kids-to-give-to-others-exclusive/ar-AA18omLL>

AOL News (ET Online pickup)

Impressions: 17,259,778

Ad Value: \$159,652.95

<https://www.aol.com/entertainment/pink-talks-surgery-recovery-upcoming-013059520.html>

9News (ET Online pickup)

Impressions: 6,300,000

Ad Value: \$30,458.00

<https://www.9news.com/article/entertainment/entertainment-tonight/pink-talks-surgery-recovery-upcoming-trustfall-tour-and-teaching-her-kids-to-give-to-others-exclusive/603-6186fb43-0c88-4a0a-b5ea-28d8622e9554>

WFAA TV (ET Online pickup)

Impressions: 2,048,316

Ad Value: \$18,946.92

<https://www.wfaa.com/article/entertainment/entertainment-tonight/pink-talks-surgery-recovery-upcoming-trustfall-tour-and-teaching-her-kids-to-give-to-others-exclusive/603-6186fb43-0c88-4a0a-b5ea-28d8622e9554>

WUSA9 (ET Online pickup)

Impressions: 1,900,000

Ad Value: \$31,811.00

<https://www.wusa9.com/article/entertainment/entertainment-tonight/pink-talks-surgery-recovery-upcoming-trustfall-tour-and-teaching-her-kids-to-give-to-others-exclusive/603-6186fb43-0c88-4a0a-b5ea-28d8622e9554>

CBS 8 (ET Online pickup)

Impressions: 1,800,000

Ad Value: \$10,210.76

<https://www.cbs8.com/article/entertainment/entertainment-tonight/pink-talks-surgery-recovery-upcoming-trustfall-tour-and-teaching-her-kids-to-give-to-others-exclusive/603-6186fb43-0c88-4a0a-b5ea-28d8622e9554>

KARE TV (ET Online pickup)

Impressions: 1,598,278

Ad Value: \$14,784.07

<https://www.kare11.com/article/entertainment/entertainment-tonight/pink-talks-surgery-recovery-upcoming-trustfall-tour-and-teaching-her-kids-to-give-to-others-exclusive/603-6186fb43-0c88-4a0a-b5ea-28d8622e9554>

WKYC TV (ET Online pickup)

Impressions: 1,534,990

Ad Value: \$14,198.66

<https://www.wkyc.com/article/entertainment/entertainment-tonight/pink-talks-surgery-recovery-upcoming-trustfall-tour-and-teaching-her-kids-to-give-to-others-exclusive/603-6186fb43-0c88-4a0a-b5ea-28d8622e9554>

KVUE TV (ET Online pickup)

Impressions: 1,142,372

Ad Value: \$10,566.94

<https://www.kvue.com/article/entertainment/entertainment-tonight/pink-talks-surgery-recovery-upcoming-trustfall-tour-and-teaching-her-kids-to-give-to-others-exclusive/603-6186fb43-0c88-4a0a-b5ea-28d8622e9554>

KTVB TV (ET Online pickup)

Impressions: 790,014

Ad Value: \$7,307.63

<https://www.ktvb.com/article/entertainment/entertainment-tonight/pink-talks-surgery-recovery-upcoming-trustfall-tour-and-teaching-her-kids-to-give-to-others-exclusive/603-6186fb43-0c88-4a0a-b5ea-28d8622e9554>

WHAS11 (ET Online pickup)

Impressions: 720,100

Ad Value: \$1,084.00

<https://www.whas11.com/article/entertainment/entertainment-tonight/pink-talks-surgery-recovery-upcoming-trustfall-tour-and-teaching-her-kids-to-give-to-others-exclusive/603-6186fb43-0c88-4a0a-b5ea-28d8622e9554>

Blogs (ET Online pickup)

Impressions: N/A

Ad Value: N/A

<https://zavalaent.com/2023/03/09/pink-talks-surgery-recovery-upcoming-trustfall-tour-and-teaching-her-kids-to-give-to-others-exclusive/>

Blogs (ET Online pickup)

Impressions: N/A

Ad Value: N/A

<https://zayzay.com/music/pink-talks-surgery-recovery-upcoming-trustfall-tour-and-teaching-her-kids-to-give-to-others-exclusive/>

Hollywood Life

Impressions: 8,600,000

Ad Value: \$56,896.72

<https://hollywoodlife.com/pics/hottest-celebrity-pics-this-week-of-mar-6-march-12-photos/pink-40>

Just Jared

Impressions: 7,900,000

Ad Value: \$42,369.34

<https://www.justjared.com/2023/03/08/pink-dominates-the-tennis-court-in-hot-pink-at-desert-smash-2023/>

Too Fab

Impressions: 4,900,000

Ad Value: \$3,267.00

https://toofab.com/photos/image_jpg_20230308_5d2a3bf969f64152a76aad90b80fb398/

Extra Tv

Impressions: 1,300,000

Ad Value: \$61.00

https://extratv.com/photos/image_jpg_20230308_8d01011b81ad4296813faef055a4e3e6/

The Desert Sun

Impressions: 84,000

Ad Value: \$988.00

<https://www.desertsun.com/picture-gallery/sports/tennis/2023/03/08/photos-desert-smash-charity-celebrity-tennis-event-la-quinta/11423473002/>

The Desert Sun

Impressions: 84,000

Ad Value: \$292.00

<https://www.desertsun.com/story/life/entertainment/2023/03/07/pnk-robin-thicke-test-out-their-tennis-skills-at-desert-smash-charity-event/69979427007/>

Yahoo! Sports (Desert Sun pickup)

Impressions: 72,300,000

Ad Value: \$3,440,693.00

https://sports.yahoo.com/pink-robin-thicke-test-tennis-044208312.html?guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xiLmNvbS8&guce_referrer_sig=AQAAAIK9AKcuRiSXSz-CknYXtkp-yCoBK-6Dk6wMhXD3dcllcZL

[BEB1CHoRf5znZk7eS0ANNTsdkOjRW1bkpryxiGjlosB0RaZIElyjn8tOayp06iFOzBkeh8QoRgzd1FhMn1iCgvnJbGskSHBK5yKVqd-PM3oe9yT9V9bwdGob-PO--](https://www.yahoo.com/entertainment/pink-robin-thicke-test-tennis-044208312.html?fr=sycsrp_catchal)

Yahoo! Entertainment (Desert Sun pickup)

Impressions: 3,000,000,000

Ad Value: \$74,149.17

https://www.yahoo.com/entertainment/pink-robin-thicke-test-tennis-044208312.html?fr=sycsrp_catchal
l

Yahoo! News (Desert Sun pickup)

Impressions: 3,000,000,000

Ad Value: \$520,077.41

<https://www.yahoo.com/news/pink-robin-thicke-test-tennis-044208312.html>

Ks95

Impressions: 69,100

Ad Value: \$317.55

<https://www.ks95.com/pink-reveals-her-legs-were-almost-ripped-off-in-a-stunt-gone-wrong/>

Palm Springs Tribune

Impressions: 45,000

Ad Value: \$4.02

<https://ptribune.com/2023/03/08/desert-smash-returns-with-pnk-robin-thicke-colton-underwood-and-top-ranked-tennis-pros/>

10sballs

Impressions: 18,400

Ad Value: N/A

<https://www.10sballs.com/2023/03/08/bnp-paribas-open-photo-gallery-day-2-by-rob-stone/>

Daily Mail
March 8, 2023

<https://www.dailymail.co.uk/tvshowbiz/article-11833349/Pink-wows-vibrant-ensemble-flaunting-sporty-19th-Annual-Desert-Smash.html>



She's ace! Pink courts attention in thunderbolt dress in her signature color at charity tennis match

Pink turned heads as she made a stylish arriving wearing a hot pink ensemble while leading stars at the 19th Annual Desert Smash in La Quinta on Tuesday.

The singer-songwriter, 43, flashed a smile as she posed for an assortment of photos while holding a tennis racket under the warm sun.

The Desert Smash is known for being a 'charity celebrity tennis event' and draws both Hollywood stars as well as professional tennis players who complete against one another, according to the [official website](#).

The Just Like Fire hitmaker, who recently [revealed that performing on stage](#) feels like 'therapy' for her, commanded attention wearing a colorful outfit as she joined other celebrities in the desert city, such as fellow singer, Natasha Bedingfield.

The mother of two slipped into a bright pink, sleeveless dress that contained a pleated skirt with a hem that stopped a few inches above her knees.



A belt made of the same color and material was secured around her waist with a sleek, gold buckle.

For a unique stylish flare to the overall look for the day, the dress also had a gold-colored lightning bolt embroidered directly on the front.

To coincide with the color scheme, the Just Give Me A Reason songstress slipped into a pair of hot pink sneakers that were secured with laces.

Her short blonde locks were parted to the side, and brushed down to prevent any loose strands from falling onto her face during the event.

As she enjoyed the warmer weather, Pink threw on a pair of large sunglasses to protect her eyes from the bright sunlight.

The star opted to wear a smart watch on her left wrist, and kept her accessories minimalistic by donning mini, silver ear cuffs, along with a small pair of dangly earrings.

For a finishing touch to her overall look, the beauty wore a pink, glossy tint to her lips. In her hand, the singer held a pink Wilson tennis racket before heading towards the main court at the La Quinta Resort & Club, located near Palm Springs.

After enjoying a brief photo session, Pink, who released her ninth studio album titled Trustfall earlier last month, was later seen showcasing her tennis skills while competing in front of a live crowd.



People

March 8, 2023

<https://people.com/celebrity/star-tracks-wednesday-march-8-2023/>

People

Magazine Newsletter Sweepstakes

Brett Goldstein and Jason Sudeikis Celebrate Season 3 of 'Ted Lasso' in L.A., Plus Dua Lipa, Pink and More

Game Face



Dressing to her name, Pink serves it up during the Desert Smash celebrity tennis match in La Quinta, California, on March 7, with Robin Thicke and tennis pros Vika Azarenka and Grigor Dimitrov (not pictured).

USA Today

March 16, 2023

<https://www.usatoday.com/picture-gallery/entertainment/celebrities/2023/03/09/celebrity-photos-march-2023/11434591002/>

USA TODAY

LATE-NIGHT TV
Top 'SNL' sketches so far

OSCARS 🏆
Every best picture

BONO, J-HOPE, WILLIE NELSON
Must-see music docs

NYFW 2023 ✨
See all the celebrities

Rihanna, Idris Elba, Julia Fox: See the best celebrity photos from March so far



Colton Underwood also took his talents to the court at the Desert Smash.
JEROD HARRIS, GETTY IMAGES






"Blurred Lines" singer Robin Thicke posed for the camera at the Desert Smash in La Quinta, California.
JEROD HARRIS, GETTY IMAGES



The Sun
March 8, 2023

<https://www.thesun.co.uk/tvandshowbiz/21640203/take-that-star-debut-solo-dance-album-lufthaus/>



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Ace look, Pink

IT'S game, set and matching kit for [Pink](#) as she takes part in a charity tennis match.



Pink was taking part in the 19th Desert Smash charity tournament in California

The Trustfall singer was taking part in the 19th Desert Smash charity tournament at the La Quinta Resort in [California](#) to raise cash for musicians' charity the Playing For Change Foundation.

Grigor Dimitrov takes on the role of coach as he guides popstar Pink in practice ahead of Desert Smash charity event at Indian Wells 2023

Grigor Dimitrov took on a new role as he coached American popstar Pink through a practice session ahead of the Desert Smash charity event held on March 7.

The Desert Smash charity event is an annual event where celebrities take on professional tennis players to raise money for charity.

Alongside Pink, Robin Thicke, Natasha Bedingfield and Zia Victoria also took part in the event. Among the tennis players, Dimitrov, Frances Tiafoe, Richard Gasquet, Marta Kostyuk, Victoria Azarenka, Donna Vekic and Casper Ruud made an appearance.

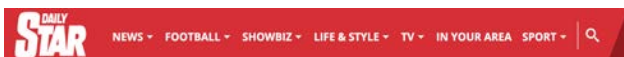
The 19th edition of the event partnered with the 'Playing For Change Foundation', which seeks to bring positive change by establishing music programs for marginalized communities.

Grigor Dimitrov enjoyed a fun volley with singer Pink ahead of the charity event.

Pink and Dimitrov faced off against Victoria Azarenka and Robin Thicke, with the Azarenka-Thicke pair coming out on top in the encounter.

Daily Star
March 7, 2023

<https://www.dailystar.co.uk/sport/us-sport/tennis-rachel-stuhlmann-indian-wells-29398468>



'World's sexiest tennis influencer' sizzles in tight crop top for Indian Wells

She told Jam Press: "I just arrived in Indian Wells for the BNP Paribas Open, one of my favourites to attend. Over the next week, I will have a variety of work with the tournament and events to attend including the Taste of Tennis and the Desert Smash.



Variety
March 16, 2023

<https://variety.com/gallery/hollywood-party-pics/>



Lucy Liu and Zachary Levi at the 'Shazam! Fury of the Gods,' Idris Elba and Cynthia Erivo in London and More March 2023 Party Photos



Robin Thicke

Robin Thicke attends the 19th annual Desert Smash at La Quinta Resort & Club on March 7.

Pink Flaunts Her Mega-Sculpted Legs And Arms In A 🔥🔥🔥 Workout Dress In Tennis Charity Match Photos

P!nk has made it *very* clear over the years that she's an athlete who loves competition. So, it's hardly shocking to see her playing in a charity tennis tournament and bringing her A-game.

The 43-year-old just dropped a ton of photos in her Instagram Stories of herself at the Desert Smash celebrity charity tennis tournament in the coolest hot pink outfit. There's P!nk displaying her seriously toned arms and legs as she hits the ball, gets ready to receive a serve, and yells after a play. She also received a glass of bubbly through a wall from a gloved server, posed with world No. 14 player Frances Tiafoe, and shared a smile with her on-court partner, pro player Grigor Dimitrov.

In the last slide, P!nk posed alongside a slew of tennis players while wearing a red tank top and matching shorts that showed off her next-level muscle tone. "So much f'ing fun," she wrote over top. So...clearly she had a good time.



Parade
March 8, 2023

<https://parade.com/news/pink-shows-off-tennis-skills-electric-neon-skirt-photos>

Parade TRENDING NEWS ENTERTAINMENT FOOD & DRINK PETS SHOPPING HEALTHY NOW COVID-19 INFO

Pink Shows Off Tennis Skills in Electric Neon Skirt

See Pink bring the heat in new photos from the Desert Smash charity celebrity tennis event on March 7.



The [43-year-old vocalist](#) participated in the Desert Smash charity celebrity tennis event in La Quinta, Calif. on Tuesday, March 7, along with a slew of other stars, including **Robin Thicke**, **Natasha Bedingfield**, **Colton Underwood** and more.

Pink was paired up for the event with tennis pro **Grigor Dimitrov**, as they battled Thicke, 45, and his partner, pro tennis player **Victoria Azarenka**. While the "So What" singer had a great time, she revealed that tennis is a tough sport to play.

"Singing is so much easier!" Pink exclaimed at one point, according to a report from [Desert Sun](#). She also let out a few screams when balls would come flying her way, shrieking at one point, "This is so scary!"

The publication also noted that Pink assured the audience that she's "good at other things," while struggling during the match.

Tuesday's event comes as the 19th annual Desert Smash celebrity tournament, which designates a different charity each year to receive the profits of the event.

This year, Desert Smash will benefit Playing For Change Foundation—an international non-profit organization founded in 2007, that operates 17 [music](#) programs across 13 countries. The event's [ticketing website reads](#): "PFCF is a true global nonprofit offering creative opportunities to marginalized youth."

SheKnows
March 9, 2023

<https://www.sheknows.com/parenting/articles/2732956/pinks-kids-have-toy-rule/>



sheknows

the early years

Pink Has a Genius Rule for When Her Kids Get New Toys & We Want To Implement It Too

The *Trustfall* singer is mom to daughter Willow, 11, and son Jameson, 6, who she shares with husband Carey Hart. She wants to control the chaos in her home and teach a little compassion at the same time, which is why she came up with this genius parenting hack. In an interview with *Entertainment Tonight* at the 19th annual Desert Smash Charity Celebrity Tennis Event, she revealed that every time her kids get a new toy, they have to **donate** eight others.

Pink Talks Surgery Recovery, Upcoming 'Trustfall' Tour and Teaching Her Kids to Give to Others (Exclusive)

Pink has a lot on her plate -- from recovering from multiple surgeries and taking care of her family to releasing her ninth studio album, *Trustfall*, and preparing for the upcoming tour. Still, the singer doesn't let that stop her from giving her time to help out those in need.

ET sat down with Pink at the 19th annual Desert Smash Charity Celebrity Tennis Event to chat about the event, raising money for the non-profit organization called the Playing for Change Foundation, and so much more.

The singer, who admitted that she began playing tennis two years ago, tells ET's Denny Directo that she was happy for the chance to play for a good cause. "I love doing something that [I] enjoy and making it about creating change in the world," she says. "That's why I write songs and sing and perform and have the group that I tour with. Playing for Change is amazing, it's about music. It's bringing music to kids that don't have it, instruments [and] music theory -- which for me, I'd be like, 'I can't, let's go back to singing.' But it's just this incredible thing."

"And I get to play. Robin Thicke? I'm going to kick his a** today," she added, laughing.

Pink's passion for making a change is something she's impressed upon her daughter, Willow, 11, and son, Jameson, 6. The singer recently revealed that each time her kids get a new toy, they donate eight others. "They're so thoughtful about it," she says. "You know, if you make the pile yourself of the toys that you're gonna give away, all of a sudden, it'll be the toy that they want to play with, [even though] they haven't thought about it in five years. So yeah, we do one toy in, eight go out."

Willow, she shares, has been extra philanthropic, raising money for sloths and donating the money [she's raised with her mother on tour](#) to Temple University Hospital in Philadelphia during COVID. "She ran into her room and, [I] think she had, like, \$300 from the tour. She was like, 'I want to give this to the local hospital,'" Pink recalls. "And then Jameson goes, 'Well, I want to give Willow all my money!'"

It's the thought that counts! And when Pink isn't ruling the tennis courts, she's taking over the charts. The singer released her ninth studio album last month and is already planning the accompanying tour. "I don't know what it feels like, it's such a weird thing," the star says when asked about the recent drop. "I didn't have a long game in mind for any of this. So to be 43 [years old], sitting here looking like I'm 12 and feeling like it and getting to do what I do and tour and climb on things. It's pretty wild."

It's especially wild considering the singer recently opened up about the impact the global shutdown had on her mind and her health. In a profile for [Variety](#) last month, Pink revealed she [underwent double disc replacement](#) in her neck after getting [hip surgery in November 2021](#).

"I'm the bionic woman now," the singer tells ET. "I am stronger than I've ever been in my life. And also, I hurt all the time... But I can do more pushups than anybody!"

Likening her recovery to giving birth, Pink says that "it's wild to watch your body perform a miracle and then gain your resilience back. It makes your your body weak for a time, but it makes the rest of you stronger."

"And just like an injury, it's how you put yourself back together afterwards," she adds. "That is the most important lesson of all of it. I think when you're 20, you just bounce [back] really well. Well, you don't bounce as well at 43. But you get smarter and you know your body. I know my body and I know how it's gonna feel after any given thing."

All in all, Pink is more than ready to go back on the road for her next tour. "My kids are ready, everyone's excited... We're all ready," she says. "Everyone's so bored at home! We're ready to get the hell on the road. It's gonna be great."

"I feel like the pandemic was that huge thing for us. And I think having the rug pulled out from under you that way, [like] losing a parent... my dad passed away in August of 2022. It just distills things down and it really reminds you of what actually matters," she shares. "Even though that's a cliché, it's really true. When you wake up and all you care about is, 'I just want to see my kids be OK. I just want to be around long enough to see my kids be OK.' And anything I do from here on out has to matter. It has to be important. And that's what this album is to me. It has to matter."

The singer shares that a fan came to her before the game to tell her how *Trustfall's* single, "Turbulence," saved her friend's life.

"And that song came out two weeks ago. That's why you do it," she says. "It's like, 'Whoa, OK.' It's all fun and games, and I look like Mighty Mouse. But that's an important thing. And I love that, I live for that. It's about connection. I love the connection. People are like, 'Man, that song healed me.' And I'm like, 'Yeah, but being at a concert with you and watching you get healed, healed me.' So it's just a reciprocal love affair."

Hollywood Life

March 12, 2023

<https://hollywoodlife.com/pics/hottest-celebrity-pics-this-week-of-mar-6-march-12-photos/jlo-intimis>

[simi](#)

Hollywood Life

Hottest Celebrity Pics This Week Of Mar. 6 – March 12: Victoria Justice & More

Pink



MICHAEL BEZJIAN

Pink plays in Pink at the Desert Smash Celebrity Charity Tennis Tournament, sponsored by Wander + Ivy

Just Jared

March 8, 2023

<https://www.justjared.com/2023/03/08/pink-dominates-the-tennis-court-in-hot-pink-at-desert-smash-2023/>

JUST JARED

Pink Dominates the Tennis Court In Hot Pink at Desert Smash 2023



Pink hits the court during the **2023 Desert Smash** charity tournament!

The 43-year-old singer rocked a hot pink dress and shoes for the charity event, held at the La Quinta Resort and Club on Tuesday (March 7) in La Quinta, Calif.

Pink was joined by **Colton Underwood**, **Dania Ramirez**, **Robin Thicke** and **Natasha Bedingfield**, at the event which benefitted the Playing for Change Foundation.

During the event, **Pink** played with **Grigor Dimitrov** in a doubles match against **Robin** and **Victoria Azarenka**.

In between the matches, there was also a live auction to benefit the foundation, and the day also marked the announcement of where the next Smash tournament would take place: The Bahamas.

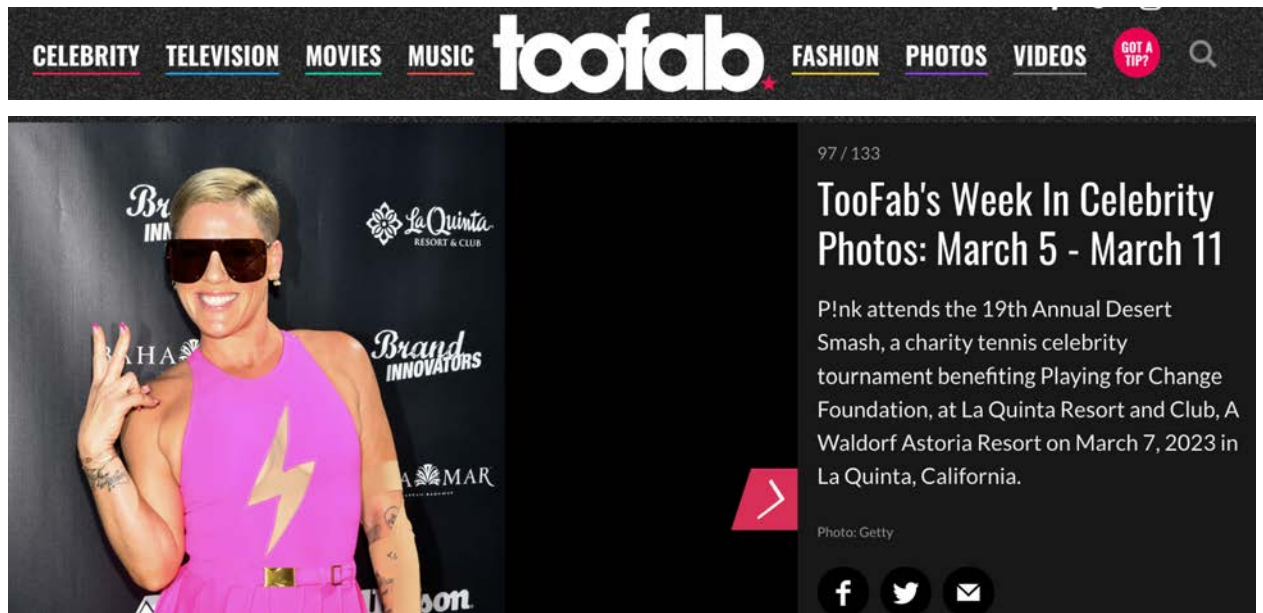
Robin and **Natasha** also performed at the evening's after party at the private estate of billionaire philanthropist and friend of the event, **Michael Scott**.

Just recently, **Pink** was in the headlines over her decades-long feud with **Christina Aguilera**. [Find out what happened here...](#)

Founded in 2007, the Playing For Change Foundation was established to create positive change through music and arts education. The international non-profit organization is currently operating 17 music programs across 13 countries.

TooFab
March 11, 2023

https://toofab.com/photos/image_jpg_20230308_5d2a3bf969f64152a76aad90b80fb398/



CELEBRITY TELEVISION MOVIES MUSIC **toofab** FASHION PHOTOS VIDEOS GOT A TIP? Q

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TooFab's Week In Celebrity Photos: March 5 - March 11

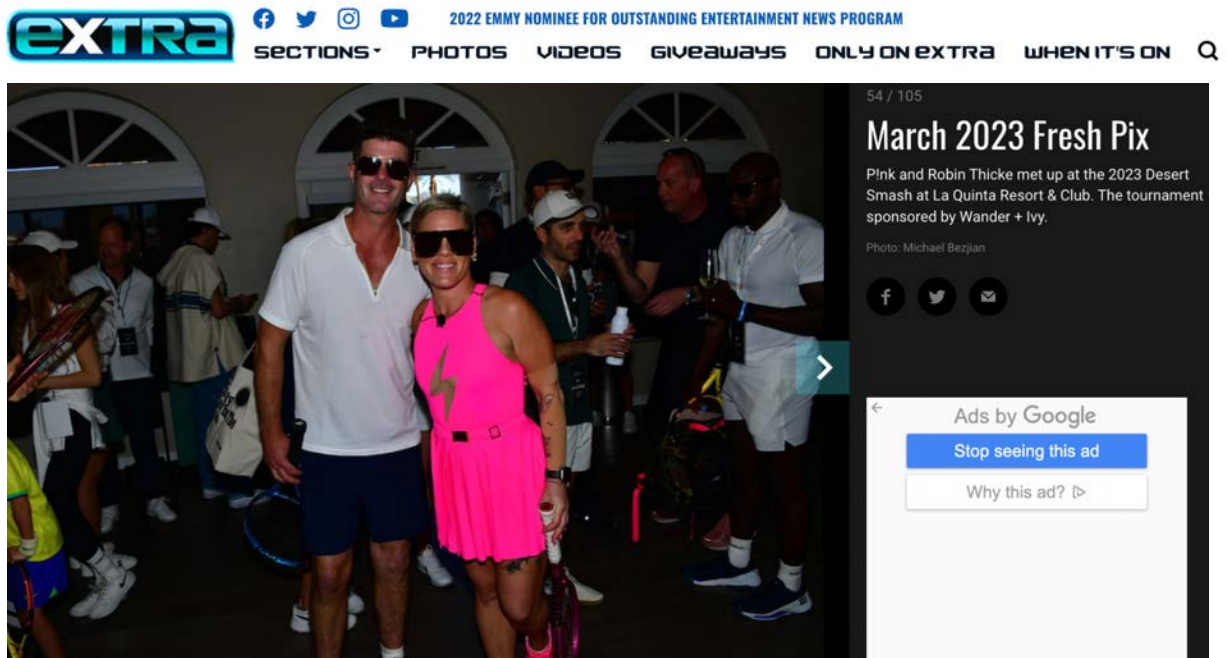
P!nk attends the 19th Annual Desert Smash, a charity tennis celebrity tournament benefiting Playing for Change Foundation, at La Quinta Resort and Club, A Waldorf Astoria Resort on March 7, 2023 in La Quinta, California.

Photo: Getty

f t e

Extra
March 12, 2023

https://extratv.com/photos/image_jpg_20230308_8d01011b81ad4296813faef055a4e3e6/



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March 2023 Fresh Pix

P!nk and Robin Thicke met up at the 2023 Desert Smash at La Quinta Resort & Club. The tournament sponsored by Wander + Ivy.

Photo: Michael Bezjian

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Desert Sun
March 7, 2023

<https://www.desertsun.com/picture-gallery/sports/tennis/2023/03/08/photos-desert-smash-charity-celebrity-tennis-event-la-quinta/11423473002/>

Desert Sun.

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Photos: The Desert Smash charity celebrity tennis event in La Quinta



Pink jumps up to high five playing partner Grigor Dimitrov while the two were playing in the Desert Smash charity celebrity event at La Quinta Resort in La Quinta, Calif., March 7, 2023.



Donna Vekic, right, and Marta Kostyuk hug after playing in the Desert Smash charity celebrity event at La Quinta Resort in La Quinta, Calif., March 7, 2023.

Desert Sun
March 7, 2023

<https://www.desertsun.com/story/life/entertainment/2023/03/07/pnk-robin-thicke-test-out-their-tennis-skills-at-desert-smash-charity-event/69979427007/>

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Pink, Robin Thicke test out their tennis skills at Desert Smash charity event



Photos: The Desert Smash charity celebrity tennis event in La Quinta
Desert Smash charity celebrity tennis event in La Quinta, March 7, 2023.

“Singing is so much easier!”

The exclamation from Pink came just a few minutes into her match at the Desert Smash tennis event, perhaps as a reminder the renowned pop star is just a couple years into working on her game.

The singer let out an occasional shriek as the tennis ball flew her way — “This is so scary!” she shouted to laughs from onlookers — and may have ducked a few times, but she managed to have a good time alongside pro tennis player Grigor Dimitrov.

The pair’s game against pro tennis player Victoria Azarenka and singer Robin Thicke was among the headlining matchups Tuesday at the 19th annual Desert Smash, held this year at the La Quinta Resort & Club. For those keeping score at home, Azarenka and Thicke won.

The event, which also included a live auction on such pricy items as Taylor Swift concert tickets, raised money for the Playing for Change Foundation, a global non-profit promoting musical education for kids. Desert Smash, which has drawn other stars such as [Justin Bieber](#) and [Will Ferrell](#), benefits a different charity every year.

ESPN journalist Chris McKendry helped emcee the event, telling the crowd she was “shamelessly fangirling” for Pink. After noting International Women’s Day is Wednesday, McKendry briefly chatted with Pink and Azarenka about navigating their respective careers as moms.

“My dressing room went from whiskey and cigarettes to ball pits and stuffed animals, but it’s the most rewarding thing to be able to show your kids the world. It’s not lost on me,” the pop singer told McKendry.

Plenty of fans in the stands were dressed in (you guessed it) pink as they cheered on the singer, who promised the crowd she’s “good at other things” during the match.

Pink and Thicke (who was less chatty as he played) were not the only stars in the building. Actor Sean Penn, perhaps in town as the BNP Paribas Open gets underway in Indian Wells, also briefly took in the action Tuesday afternoon.

The annual event drew several top players in pro tennis, with Casper Ruud, Frances Tiafoe, Jack Sock, Donna Vekic and Marta Kostyuk getting in some work before the true competition gets underway this week.

While the event’s purpose was for charity, there were still a few moments of light-hearted competition. During her matchup with Kostyuk, Vekic jokingly disagreed over a call by the umpire, in this case former NBA player Jason Collins, the league’s first openly gay [player](#).

Collins teased that it was merely a “social game.” But in a match between pro athletes, it’s hard to stamp out that competitive nature.

KS95

March 8, 2023

<https://www.ks95.com/pink-reveals-her-legs-were-almost-ripped-off-in-a-stunt-gone-wrong/>



Pink reveals her legs were almost “ripped off” in a stunt gone wrong



Pink has a reputation for performing aerial acrobatics during her performances, but there was a time when a stunt went horribly wrong and nearly severed her legs.

Speaking to the [United Kingdom's Heart Radio](#), Pink spoke about the nature of her stunts and the toll they have taken on her body, revealing, “Oh, I’ve been hurt! I almost had my legs ripped off.”

While not revealing where or when the accident happened, Pink recalled, “I was in this sort of ankle knot hold, and the winches started going apart and you can’t get out of that. And especially when your weight is down on it.”

She said the hold acted similarly to a Chinese finger trap, adding, “It was awful.”

Pink praised the person in charge of ensuring the stunts are performed correctly for his quick response. “He got under me and took the pressure off so I could get my feet out in time. But, had he not, it would have been really bad,” she explained.

The singer also spoke of another incident in which she crashed on her “360 device,” which she says allows her to “fly like ‘Pinker Bell.’” She remarked, “That crashed and that hurt a lot.”

“But! The best thing that came from that was our tour T-shirt then became, ‘I made that barricade my b****’. And that was my favorite tour T-shirt,” she grinned.

In other Pink news, she made her debut at the 19th annual Desert Smash charity tennis event on Tuesday at La Quinta Resort & Club in Hollywood.

She teamed with tennis pro **Grigor Dimitrov** in a match against **Robin Thicke** and pro **Victoria Azarenka**.

Pink also celebrated International Women’s Day with Azarenka and served as a special chair umpire during a match between **Casper Ruud** and **Frances Tiafoe**.

Palm Springs Tribune

March 8, 2023

<https://pstribune.com/2023/03/08/desert-smash-returns-with-pnk-robin-thicke-colton-underwood-and-top-ranked-tennis-pros/>



DESERT OPEN STUDIO
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Desert Smash Returns With P!nk, Robin Thicke, Colton Underwood, And Top-Ranked Tennis Pros



Yesterday, Grammy award-winning artist P!nk made her Desert Smash debut on the court playing in a doubles match with Grigor Dimitrov against Robin Thicke and Victoria Azarenka. To kick off the day, tennis pros Donna Vekic and Marta Kostyuk battled each other, while Jack Sock partnered with Andrew Liner for another doubles match vs Richard Gasquet and Colton Underwood. The day wrapped with an epic match of Casper Ruud facing off against Frances Tiafoe – with special chair umpire P!nk.

Longtime ESPN on-air Grand Slam Tennis host Chris McKendry emceed the event, powered by Wilson at the La Quinta Resort & Club.

In addition to live auction moments between the matches, there were several special moments throughout including a celebration of International Women's Day with P!nk and Victoria Azarenka. The day also marked the announcement of Smash heading to the Bahamas hosted at Baha Mar.

The official evening after party, Desert Smash Bash, hosted at ZENYARA, the private estate of billionaire Philanthropist and friend of the event, Michael Scott, featured performances by Robin Thicke, Natasha Bedingfield, up and coming artist Zia Victoria and the band Vonan, all who attended the earlier festivities.

This year's event, produced with MVA Experiential, Brand Innovators and Epic Sports, raised funds and awareness for Playing For Change Foundation (PFCF). Founded in 2007, PFCF was established to create positive change through music and arts education. The international non-profit organization is currently operating 17 music programs across 13 countries.

Other celebrities and athletes in attendance included Sean and Hopper Penn, Corey Clement, Dania Ramirez, Mike Manning, Sam Querrey, DJ Ruckus, Donovan Carter, Gordon Uehling, Jason Collins, Jan-Michael Gambill, Richard Gasquet, Julien Rojer, and more.

Sponsors included Wilson Sporting Goods, Baha Mar Resort, El Tequileno Tequila, Ketel One, Wander + Ivy, Marker Broadcasting Stations, and Roland.

10sBalls
March 8, 2023

<https://www.10sballs.com/2023/03/08/bnp-paribas-open-photo-gallery-day-2-by-rob-stone/>



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BNP Paribas Open Photo Gallery Day 2 By Rob Stone



Pop star Pink wearing pink rocked Desert Smash charity exhibition with energy and enthusiasm. Photo



A relaxed Grigor Dimitrov tunes up before Desert Smash charity exhibition at La Quinta Resort. Photo

SOCIAL COVERAGE

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@robinthicke

712K Followers

[Instagram Stories: 4](#)

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Colton Underwood

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[Instagram Post: 1](#)

Dania Ramirez

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210K Followers

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146K Followers

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