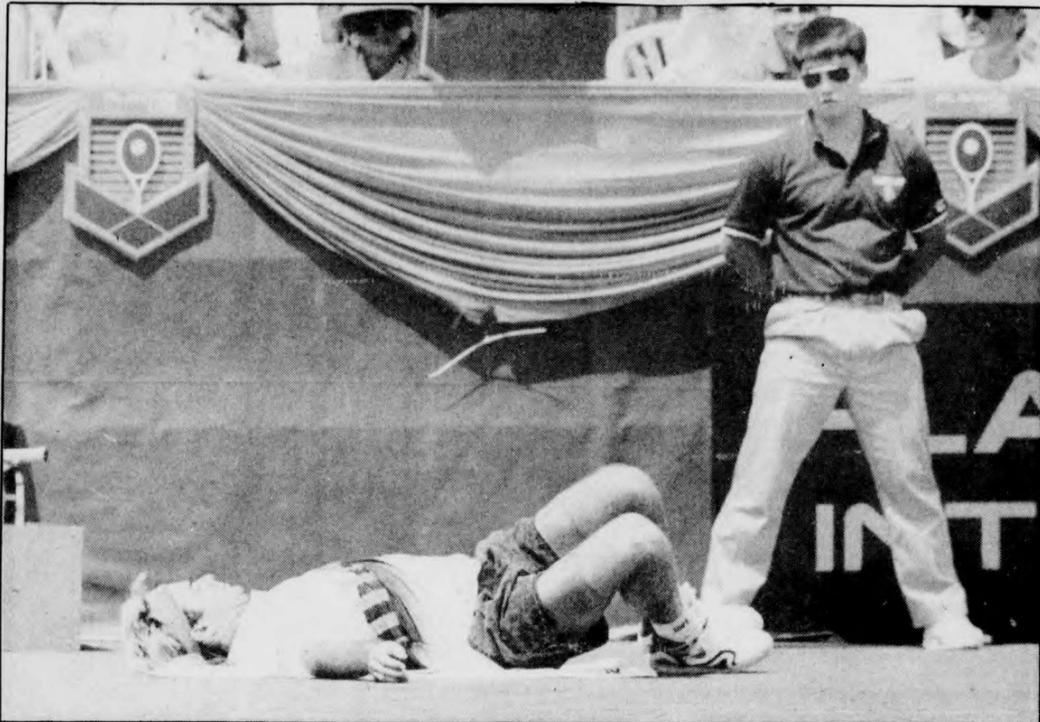


# Challenge



Andy Clarke/Reuters

## Soviets host Kremlin Cup

by Josh Rubin

There is a new era dawning in Soviet tennis.

Along with changes brought about by Mikhail Gorbachev's programme of perestroika (restructuring), things are freeing up in East block sport as well.

One sign of this quiet revolution is the presence of the first ever IBM/ATP tournament to be played inside the Soviet Union. Slated for this November, the Kremlin Cup will take place at Moscow's

Olympic Stadium.

While calling it a wonderful opening for tennis, tour spokesman George Rubenstein admits that the tournament is also a statement: "Sports can only be wholly commercial. But, as has been the case with

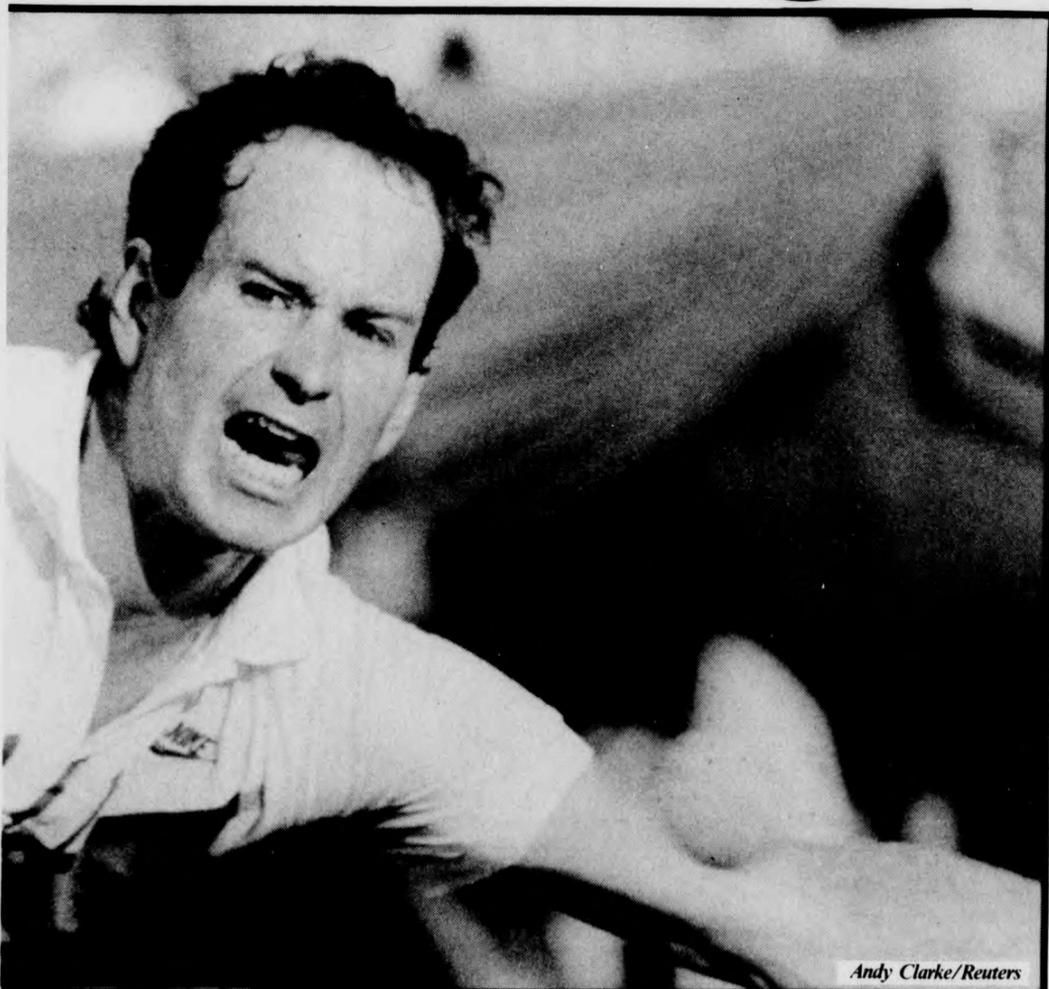
... South Africa, we can't simply ignore world politics."

Though some observers have thought that East block political change would bring the complete collapse of sports systems in those countries, tennis is a different story.

Next year, for example, players such as Andrei Chesnokov and Natalia Zvereva will be able to take home almost all of their tournament winnings.

For them, this is a welcome change from the days when they were given a monthly stipend of \$800 by the Soviet tennis federation. According to Soviet pro Aleksander Volkov, for most players, the financial rewards of a sport like tennis should more than make up for the loss of the massive state training and subsidies of the past.

## st say Aaarrgh!



Andy Clarke/Reuters

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