

GALENTINE'S DAY PYJAMA PARTY

Inspired by the popularity of Galentine's Day, the Club hosted a special event designed to celebrate friendship, community, and female members at the Club.



We created this new event to deliver a dedicated social experience for female members, encourage new connections within the Club community, and as a fun winter activity during a slower season.



The event sold out in hours, reflecting a strong demand for women-focused social events. It also drove the highest engagement rates on social media, thanks in part to a 'surprise and delight' element that resonated with attendees.



The Toronto Lawn Tennis Club
Category: Club Event