



September 10, 2026

Mr. Craig Tiley, Chief Executive Officer
United States Tennis Association
2500 Westchester Avenue, Suite 411
Purchase, NY 10577

RE: Why the USTA Needs to Immediately End Its Partnership with Kalshi and Stop Promoting Dangerous and Addictive Forms of Online Gambling to Youth Tennis Fans During the US Open

Dear Mr. Tiley:

We are writing this letter on behalf of our more than 6000 members of Stop Predatory Gambling, a national nonprofit organization with members in all 50 states whose mission is to reveal the truth behind commercialized gambling to advocate for those who have suffered harm, to prevent more victims, and to champion policy reforms that stop *predatory* gambling.

We are calling on the USTA to immediately end its partnership with the prediction market platform Kalshi during the US Open, a company that national media has spotlighted for blatantly targeting and preying upon young people to lure them into developing a dangerous gambling habit.

A *Wall Street Journal* investigative report in March 2026 spotlighted how prediction market operators like Kalshi were using aggressive, predatory marketing campaigns to lure young people to begin gambling on their online platforms, a demographic that is the most vulnerable to develop a severe gambling addiction and to engage in high-risk financial behavior.

The predatory and harmful business practices revealed by the *WSJ* investigation include:

- **Operators have been spending lavishly on marketing towards college-age students under 21 years old.** One operator “offered to pay fraternities, in

exchange for signing up users, money that can be spent on throwing “epic parties”—one frat raised \$30,510 over a two-week period.”¹

- **Prediction market platforms have been paying student influencers to promote them as ways to raise fun money, enlisting student athletes as brand representatives and supporting student clubs.**²
- **On TikTok and Instagram, prediction markets “have paid creators including college students to produce a tsunami of content featuring the prediction markets.** The content often doesn’t disclose that the video has been sponsored. On X, Kalshi has highlighted the success of young bettors.”³
- **Kalshi announced a nationwide push to sponsor campus clubs:** “College campuses are the best place to spark new financial movements and will play a key role in bringing the next 100M users to prediction markets,” the company posted on X.”⁴
- **Students were paid by the prediction market platforms to target and recruit other students as new users because according to a company supervisor, they “spend money recklessly.”**⁵
- **The operators have focused most of their outreach on social-media influencers, which company employees see as a relatively inexpensive way to win over potential new teen and college-age users, according to people who work with the companies:** “The content is usually students talking directly to the camera about the trading odds on sports or news events, according to a *Journal* review of hundreds of TikTok and Instagram videos made by Kalshi and Polymarket partners.”⁶
- **The companies have invested massive sums of money into marketing in order to normalize these online gambling platforms as an everyday part of college life for young people:** “Sophia Panossian, a water polo player at the University of Michigan, urged viewers to help her ‘get ready with me’ by checking Kalshi’s weather odds...Another showed Dylan Gold, a Southern

¹ “Is This Insider Information?’ The Prediction Market Bets Driving a Campus Frenzy,” *The Wall Street Journal*, By Katherine Long and team, March 5, 2026. https://www.wsj.com/business/media/prediction-markets-campus-e57cd19f?mod=author_content_page_1_pos_1

² *Ibid.*

³ *Ibid.*

⁴ “Is This Insider Information?’ The Prediction Market Bets Driving a Campus Frenzy,” *The Wall Street Journal*, By Katherine Long and team, March 5, 2026. https://www.wsj.com/business/media/prediction-markets-campus-e57cd19f?mod=author_content_page_1_pos_1

⁵ *Ibid.*

⁶ *Ibid.*

Methodist University junior, partying at a concert and a game, all under text saying ‘average weekend using Kalshi.’”⁷

The USTA serves over 100,000 junior players nationwide, positioning itself as a champion of youth development, healthy competition, and integrity.⁸ Yet, by embedding prediction markets directly into the U.S. Open ecosystem, the USTA is actively normalizing extreme forms of gambling within the exact youth demographic it is tasked with protecting.

Major prediction markets set their access threshold at 18. Many Junior competitors fall in this age group—including players competing in the U.S. Open Junior Championships—are legally eligible to use these platforms, making them direct targets for early-onset gambling addiction. These prediction platforms target kids by partnering with youth-centric influencers like Jake and Logan Paul to reframe high-risk wagers as casual stock trading or “investing”. Surrounding teenage athletes with real-time match odds, embedded sponsorship displays, and high-stakes wagers creates an environment that takes a drastic toll on their long term physical and mental well-being.

We strongly urge you to sever ties with Kalshi immediately and prioritize the health and safety of the sport’s young fans.

Thank you for your attention to this very serious issue. If you need further information about this or any other gambling-related issue, I invite you and your staff to please contact us by email at mail@stoppredatorygambling.org or by phone at (202) 567-6996.

Sincerely,

A handwritten signature in blue ink that reads "Les Bernal". The signature is fluid and cursive, with the first name "Les" and last name "Bernal" clearly distinguishable.

Les Bernal, National Director
Stop Predatory Gambling

⁷ “Is This Insider Information?’ The Prediction Market Bets Driving a Campus Frenzy,” *The Wall Street Journal*, By Katherine Long and team, March 5, 2026. https://www.wsj.com/business/media/prediction-markets-campus-e57cd19f?mod=author_content_page_1_pos_1

⁸<https://www.usta.com/en/home/play/youth-tennis/programs/national/about-usta-junior-team-tennis.html#tab=tournaments>