



For additional information, contact
Stevia Anda, Vice President – Communications,
at quickstartcentral@comcast.net
or visit www.quickstartcentral.org

*** FOR IMMEDIATE RELEASE ***

QuickStart Tennis of Central Virginia receives grant from the BAMA Works Fund of the Dave Matthews Band in the Charlottesville Area Community Foundation

Charlottesville, Virginia (1/4/2010) – QuickStart Tennis of Central Virginia, Inc. (QCV), has received a \$5,000 grant for its ***Jump Start QuickStart Tennis Initiative*** from the BAMA Works Fund of the Dave Matthews Band in the Charlottesville Area Community Foundation. QCV is a special-purpose Community Tennis Association that is taking QuickStart Tennis, the USTA’s new “play-to-learn” format, to 55,000 kids in 116 public elementary and middle schools in 21 central Virginia counties over the next five to six years. The BAMA Works grant will make it possible for QCV to provide QuickStart Tennis equipment to eight schools in Charlottesville and Greene, Orange and Nelson counties. This grant brings ***Jump Start QuickStart’s*** tally so far to over 18,000 kids in 41 elementary and middle schools.

QCV President Tessa Pehanick says, “The generosity of BAMA Works and the Dave Matthews Band will provide opportunities for 4,000 children in central Virginia to be physically active and have fun while learning age-appropriate tennis fundamentals, combined with components of nutrition, hydration, life skills and community service.”

Through its ***Jump Start QuickStart Tennis Initiative***, QCV trains, equips and supports schools, parks & recreation departments and other community organizations that are committed to teaching and running self-sustaining QuickStart Tennis programs. ***Jump Start’s*** complementary ***Go Bananas for QuickStart! Campaign*** uses tennis players as nutritional role models for kids, reinforces the message with ***Go Bananas!*** school visits and rewards kids with ***Go Bananas!*** giveaways.

Lynda Harrill, QCV’s founder and QuickStart Tennis Coordinator, says “At QuickStart Tennis of Central Virginia, QuickStart Tennis is more than giving kids the opportunity to learn to play the sport for a lifetime. It’s about using tennis as a vehicle to help combat epidemic childhood obesity, connecting kids to whole foods, using tennis players as role models, teaching life skills and applying the principles of Positive Youth Development to help create happy and healthy kids in central Virginia. Having the BAMA Works Fund step up to help us is huge!”

QuickStart Tennis of Central Virginia is an all-volunteer, grassroots Community Tennis Association established in 2009 as a 501(c)(3) charitable organization to promote, develop and grow QuickStart Tennis in 21 counties in Central Virginia for all beginners, especially at-risk, underprivileged and underserved youth.

QCV's Service Area includes Albemarle, Amelia, Brunswick, Buckingham, Charlotte, Charlottesville (City), Culpeper, Cumberland, Dinwiddie, Fluvanna, Greene, Greenville, Louisa, Lunenburg, Madison, Mecklenburg, Nelson, Nottoway, Orange, Prince Edward, Powhatan and Rappahannock counties.

QCV website: www.quickstartcentral.org



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