



*** FOR IMMEDIATE RELEASE ***

QCV Named CTA of the Year by Racquets Sports Industry

Charlottesville, Virginia (12/13/2021) – QuickStart Tennis of Central Virginia, Inc. (QCV) is thrilled to report Racquets Sports Industry (RSI) has named QCV as its National CTA (Community Tennis Association) of the Year and a Champion of Tennis for 2021.



Per RSI Magazine’s January 2022 issue: QuickStart Tennis of Central Virginia focuses on youngsters in underserved communities in central and southside Virginia. In the 30 [now 31] communities it serves, QCV’s goal is happy, healthy, active and literate children. When COVID hit, QCV quickly realized the challenges it presented when it comes to access to healthy activity, nutrition and education, so it launched “Racquets for Reading!!!,” which paired tennis with literacy and nutrition. A goal was to build “home libraries” for kids to

improve reading skills and scores and to build awareness for nutrition.

During the 2020-2021 school year, QCV distributed six to eight books per student to more than 2,800 disadvantaged and at-risk kids. Tennis and reading are a dynamic duo to QCV because they both are skills that have a lifelong impact. “QuickStart Tennis of Central Virginia is well-deserving of recognition as RSI’s Community Tennis Association of the Year,” says Alex Chan, Associate Director of Community Services at USTA Mid-Atlantic. “They invest in their community, championing tennis and making it accessible to as many people as possible.” – Mikiya Ellis-Glunt, Marketing and Communications Coordinator USTA Mid-Atlantic, in RSI Magazine.

QCV President Alina Ackenbom adds, “On behalf of QCV board I would like to thank RSI for naming QCV the Community Tennis Association of the Year. When the pandemic started and QCV wasn’t able to deliver tennis to children in person, QCV’s board

continued to brainstorm ideas and look for ways to serve the community. This is when our “Racquets for Reading” initiative was born. So far, we’ve reached 5,100+ preschoolers and kindergartners in 19 different school systems. Delivering books to students not only helped increase children’s knowledge and reading skills but also kept them connected to tennis and the volunteers who worked with them before the pandemic. This award represents resilience and commitment of everyone who was willing to adapt, think outside of the box and find new ways to stay connected with children through the sport of tennis. Even though it was a tough year due to the pandemic, QCV was able to continue pursuing its mission of putting a smile on each face, this time with a book in each hand!”

Please visit our [website](#) to learn more about what QCV is doing to promote physical activity, healthy eating and early childhood literacy kids in our service area.

*Want to be a great adult?
Play tennis! Read books! Eat healthy! Have FUN!!!
Be a QuickStart kid!*

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 the heart of Virginia for all beginners, especially underserved youth, using the kid-sized QuickStart Tennis format. QCV’s service area includes, Amelia, Appomattox, Brunswick, Buckingham, Campbell, Charlotte, Culpeper, Cumberland, Dinwiddie, Fluvanna, Franklin, Greene, Greensville, Halifax, Henry, Louisa, Lunenburg, Madison, Mecklenburg, Nelson, Nottoway, Orange, Patrick Pittsylvania, Prince Edward, Powhatan and Rappahannock counties and the cities of Charlottesville, Danville and Martinsville, plus under a special arrangement, King George County. We currently serve 213 schools with 99,000 kids, 15 parks & recreation departments, three Boys & Girls Clubs and two YMCAs, in 31 Virginia counties and independent cities. We have also gotten tennis into PE classes in 37 additional schools with 16,000 students in Virginia communities outside our service area.

Visit QCV at www.quickstartcentral.org and on [Facebook](#).

For additional information, contact quickstartcentral@comcast.net.



A racquet in every hand! A smile on every face!



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