



\*\*\* FOR IMMEDIATE RELEASE \*\*\*

## **Soho Center Provides Books for BrightSTARS-Tennis for Me! Kids**

**Charlottesville, Virginia (1/13/2020)** – QuickStart Tennis of Central Virginia, Inc. (QCV) distributed a “word book,” My World by Priddy Books, to 10 preschool classrooms in Albemarle County that participate in our [BrightSTARS-Tennis for Me!](#) tennis and nutrition immersion program. The book contains hand-drawn artwork and 350 words for early readers to learn. Preschoolers at Cale, Greer, Red Hill, Stone-Robinson and Woodbrook Elementary Schools received books.

The books were donated by the [Soho Center](#), a charitable organization that has been promoting children’s literacy, school readiness and school success for 48 years. Jeanna



Beker, Founder of the Soho Center, is pictured at left with some of the books she donated. Through the Soho Center, she gives away about 300,000 books each year all over Virginia. This past year, a new Soho program, RED! (Read Every Day!) gave away 10 books over 10 days to each kindergartner in 19 Title I schools in Albemarle, Louisa and Orange Counties and the City of Charlottesville — more than 16,000 books in total. Soho wants

disadvantaged kids, many of whom have probably never owned a book, to fall in love with reading. Having books of their own that they can read and re-read at home is essential in achieving this goal.

Lynda Harrill, QCV QuickStart Coordinator, says, “I discovered Jeanna and the Soho Center about two years ago. After talking to Jeanna for a while, it was evident she and Soho operate on a grand scale. After QCV made two “small” literacy grants to two Albemarle County BrightSTARS classrooms last fall and I observed how well the kids responded to being given books to keep, I circled back to Soho to see if Jeanna had considered expanding RED! to include preschool classes at the Title I schools. It turned out Jeanna had recently begun conversations with several school systems about eventually doing that for all kids in Virginia Preschool Initiative classrooms. Then she surprised me right before Christmas and asked if I would like two titles for my BrightSTARS kids in Albemarle County. What a blessing! QCV board member Barbara Bozsik and I had a whirlwind day driving around the county delivering the My World books. We challenged the kids to learn most of the 350 words before we start our BrightSTARS tennis sessions again in March. We will distribute another Soho-donated early learning

activity book in February. We can't wait to see the kids' faces when they see that one!  
Many thanks to Jeanna and the Soho Center for making this possible!"



Two very happy BrightSTARS at Greer



Barbara (left) at Stone-Robinson with teacher Geisha Goodman

For more information about the Soho Center, visit [www.sohobooks.org](http://www.sohobooks.org)

For great children's literacy tips, see [www.kidsliteracy.org](http://www.kidsliteracy.org)

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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 Albemarle, Amelia, Appomattox, Brunswick, Buckingham, Charlotte, Culpeper, Cumberland, Dinwiddie, Fluvanna, Franklin, Greene, Greenville, 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 211 schools with 99,000 kids, 15 parks & recreation departments, three Boys & Girls Clubs and two YMCAs in 27 counties and three independent cities. We have also gotten tennis into PE classes in 37 additional schools with 16,000 students in communities outside our service area.

Visit QCV at: [www.quickstartcentral.org](http://www.quickstartcentral.org) and on [Facebook](https://www.facebook.com/quickstartcentral).

For additional information, contact [quickstartcentral@comcast.net](mailto:quickstartcentral@comcast.net)



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



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