



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

## Little Joe Chickapig and QCV Support Preschoolers during COVID-19

**Charlottesville, Virginia (8/19/2020)** – QuickStart Tennis of Central Virginia, Inc. (QCV) is pleased to report we have received a donation of *Little Joe Chickapig* books for 222 preschoolers in Albemarle County as part of the new ***Racquets for Reading!!!*** initiative we created in response to COVID-19. The books were generously donated by Brian Calhoun, author of the book and creator of the Chickapig board game. Even though COVID-19 prevents us from working with these kids in the classroom, we can still promote healthy eating and life skills through our ***Go Bananas for QuickStart!*** campaign and foster a love of reading by giving them books to keep. Having age-appropriate books in the home is the number one factor in developing reading skills early in life. Kids who participate in Albemarle County’s Bright Stars preschool program are disadvantaged and at-risk, and they will be disproportionately affected by the disruption of education by COVID-19 without some additional support. That is why we are stepping up and reaching out into the community for benefactors like Brian Calhoun of Chickapig to help us enrich these kids’ lives.

The *Little Joe Chickapig* books will be distributed to the kids during home visits over the next three weeks by preschool teachers and family coordinators. Kids will also be able to read along with Brian’s *Little Joe Chickapig* [video](#).



Brian says, “It gives me great joy to donate copies of *Little Joe Chickapig* to the Bright Stars Program. This is a book about following dreams. I grew up admiring so many people around me and drawing inspiration from those who were pursuing their passions. Whether it was professionally or casually, long-term goals or short-term projects, looking around and noticing others chase their dreams was a great way for me to generate inspiration. I hope this book can relay that message and inspire a few Bright Stars.”

Lynda Harrill, QCV QuickStart Coordinator, adds, “We are so grateful that Brian and Chickapig stepped up to support reading for these preschoolers. What a great way to kick off what will undoubtedly be a confusing and stressful time for these kids. We can’t be in the classroom, but we’re coming up with other ways to engage kids and enrich their lives. Childhood literacy is the foundation for success in life and we can promote that in the

FUN QuickStart way until we can play tennis with them. *Little Joe Chickapig* teaches kids to follow their dreams. We hope they'll dream about becoming great tennis players!"

*Want to be a great adult?*

*Play tennis! Read books! Eat healthy! Have FUN!!!*

*Be a QuickStart kid!*

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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 212 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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