



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

## Racquets for Reading!!! Receives Support from pomi

Charlottesville, Virginia (9/7/2021) – QuickStart Tennis of Central Virginia, Inc. (QCV) is pleased to announce that Charlottesville-based [pomi](#) (peace of mind insurance), an accident and health division of Great American Insurance Company, has stepped up to support preschoolers and kindergartners who benefit from our Racquets for Reading!!! initiative. Kids receive books like the ones shown below plus FUN giveaways – mini reading rubber duckies, Go Bananas for QuickStart! cards and banana-scented bookmarks.



Kelly Clore, pomi's Senior Director, Brand & Marketing, says, "We at pomi are thrilled to partner with this great initiative. We help insure schools and youth sports leagues among others so we understand the importance of staying healthy and developing strong literacy skills. This unique program combines two great areas of focus for kids to strengthen and develop. We hope our donated books will make an impact in helping them reach their potential."

Lynda Harrill, QCV QuickStart Coordinator, adds, "We are so happy pomi has joined our growing group of donors and grantors supporting literacy as we kick off Racquets for Reading!!! for a second school year. It appears COVID isn't going anywhere any time soon, so kids will need our support more than ever. As we've addressed this challenge over the past year, it has become clear that we (all of us) need to create a 'reading pathway' for young kids from birth through kindergarten. That will be the most effective way to reverse the downward trend in literacy and subpar school readiness and reading scores in Virginia where only one out of 132 public school systems has third grade reading scores above 90%. Closer to home in Albemarle County, only 70% of third graders make the benchmark.

“Early intervention is a lot less expensive and more effective than later remediation. That’s why, in addition to getting books to disadvantaged and at-risk preschoolers and kindergartners, we partner with local organizations to start or expand chapters of [Dolly Parton’s Imagination Library](#), which provide free books from birth until age five. Kids need to be ready to learn when they get to school. Books are the tools they need. Because of generous donors like pomi we can get books to kids, make reading FUN, have a positive impact on kids and get them to read at grade level by the end of kindergarten. That’s our plan.”

Please visit our [website](#) to learn more about what QCV is doing to promote physical activity, healthy eating and early childhood literacy for preschoolers and kindergartners through our [Racquets for Reading!!!](#) initiative.

*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, Amelia, Appomattox, Brunswick, Buckingham, 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 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](#).

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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