



*** FOR IMMEDIATE RELEASE ***

Plow & Hearth Steps Up for Madison Primary Kindergartners

Charlottesville, Virginia (10/12/2021) – QuickStart Tennis of Central Virginia, Inc. (QCV) is thrilled to report we recently received a contribution for Racquets for Reading!!! from Plow & Hearth, which is headquartered in Madison County, Virginia. Plow & Hearth has been “inspiring home, hearth, yard and garden since 1980” and now they’re going to inspire 110 kindergartners at Madison Primary School to learn to read and read well. The funds were raised from Plow & Hearth employees who participated in a company-sponsored contest aimed at engaging employees to give back to their community. “Let’s Go Fishin’” was designed so everyone who contributes (buys a fish from the fishpond) wins a prize equal to or in excess of what they paid for each fish. Prizes ranged from \$5 gift certificates to a Fitbit watch to a wood pellet grill and smoker to a 55-inch TV. The tagline for the contest was “Catch a fish – Win a prize – Help a kid learn to read.” The contest was created by Plow & Hearth Director of Human Resources Kenny Ayscue.



Madison Primary Principal Mike Coiner, Lynda Harrill, Leslie Newton, Plow & Hearth CEO, and Kenny Ayscue

QCV QuickStart Coordinator Lynda Harrill says, “When Kenny asked if we could come to Madison for the presentation of the check, we said of course! We are so thrilled about partnering with Plow & Hearth to get kids in Madison County excited about reading. Plow & Hearth has done so many things for Madison County, we are proud to now be a part of their good works. The kindergartners at Madison Primary are the real beneficiaries. They’ll be getting books and FUN giveaways that will encourage them to keep reading and learning. Racquets for Reading!!! is on a roll throughout our service area thanks to generous supported like Plow & Hearth. We’re going to reach a lot of kids this year!”



Leslie Newton with a “Top Banana” award and Kenny Ayscue with Racquets for Reading!!! goodies

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!*

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, 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 and on [Facebook](#).

For additional information, contact quickstartcentral@comcast.net.



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



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