



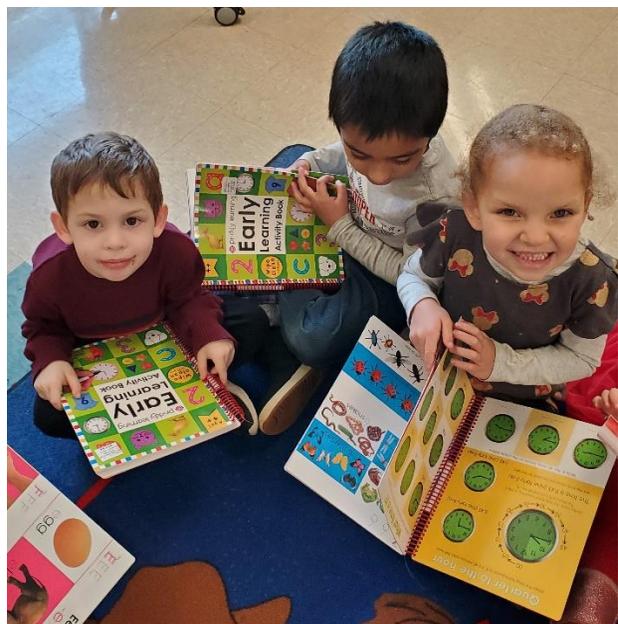
\*\*\* FOR IMMEDIATE RELEASE \*\*\*

## **Soho Center Provides Books for BrightSTARS on Valentine's Day**

**Charlottesville, Virginia (2/18/2020)** – QuickStart Tennis of Central Virginia, Inc. (QCV) recently distributed the “Early Learning Activity Book” by Priddy Books, to 10 preschool classrooms, with over 170 kids, in Albemarle County that participate in our [BrightSTARS-Tennis for Me!](#) tennis and nutrition immersion program for preschoolers. This book contains activities to help young kids learn about the alphabet, numbers, animals, counting and telling time. Each book comes with a special marker that allows kids to draw, erase and draw in the book again, just like a whiteboard. Preschoolers at Cale, Greer, Red Hill, Stone-Robinson and Woodbrook Elementary Schools received books to keep as a Valentine's Day gift.



“Top Banana” Jeanna Beker of the Soho Center



BrightSTARS at Red Hill Elementary

The books were generously 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 above with the QCV “Top Banana” award we presented to her in recognition of her generosity and commitment to early childhood literacy. Through the Soho Center, she gives away about 300,000 high-quality books each year all over Virginia.

Lynda Harrill, QCV QuickStart Coordinator, says, “Although QCV has been promoting literacy to young kids since 2014 through our [Go Bananas for QuickStart!](#) initiative, talking to Jeanna last fall and learning about what she's done for millions of kids over 48 years has been energizing to say the least. In describing to her what we do with BrightSTARS kids, I realized if I could give a kid only two tangible ‘things’ to help them succeed in life they would be a book and a ball and QCV can do both.

“We’ve been focused on physical activity and healthy eating for kids, especially disadvantaged and at-risk kids, since we started QCV in 2009. We’ve been very successful in addressing physical inactivity and childhood obesity in the FUN QuickStart way. Over the past few years, we’ve taken tennis professionals from the Boar’s Head women’s tournament in the spring to read tennis books to our BrightSTARS kids. Last summer, Coco Sawyer, a preschool teacher at Cale, reached out on Facebook looking for funding to purchase a book each month for her students to keep. We stepped up to help out with a modest grant to help her kids develop literacy skills. The kids’ engagement has been so impressive that we expanded the grants to two more BrightSTARS classrooms. Now we’re working on a new initiative, [Racquets, Reading & Eating](#), which will officially combine literacy with tennis and healthy eating as key components of our efforts to give kids a better foundation for a successful future. We are so excited!”

**Want to be a great adult? Play Tennis! Read Books! Eat Healthy!**



A Valentine’s Day thank-you for “Ms. Jeanna” and the Soho Center from the BrightSTARS at Stone Robinson Elementary School

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)

WHY do tennis players like to read? See the [Go Bananas! Reading card](#).

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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](#).

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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