



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

## QuickStart Tennis Partners with Soho Center for Greer Elementary

Charlottesville, Virginia (12/4/2020) – QuickStart Tennis of Central Virginia, Inc. (QCV) is thrilled to announce another collaboration with [Soho Center](#) – **Read Every Day! (RED!) for Littles**. This pilot program will provide a selection of board books from [Priddy Books](#), such as *First 100 Words*, *At the Zoo*, *At the Farm*, *Baby Animals*, for all 75 kindergartners at Greer ES to read with their younger siblings, cousins and neighbors. The pilot’s goal is to improve the reading skills of the kindergartners while encouraging even younger kids to learn to read, so they will be eager to attend school in the near future.



Pictured at left are Wendy Eckerle, Assistant Principal at Greer, Steve Saunders, Principal at Greer, and Jeanna Beker, Soho Center Founder, with some of the books the kids will receive as soon as they return from their holiday break in January.

QCV QuickStart Coordinator Lynda Harrill says, “We are so grateful for the generosity of Soho Center and their support of QuickStart Tennis and Greer Elementary, our very first tennis school back in 2008. Kindergartners at Greer and five other Title I schools in Albemarle County recently received 10 age-appropriate books from Soho Center. Jeanna called me last week

about an idea she had to leverage the excitement the kids had about those books into a learning experience for non-school-age siblings at home. (Greer immediately came to mind. We have piloted all sorts of campaigns, initiatives and programs at Greer over the years, and most of the kindergartners at Greer do have younger brothers and sisters.) That’s all she had to say and I was on it.

A week later we met at Greer to deliver the books. I brought along the Go Bananas! card ‘WHY do tennis players practice kindness?’ to distribute to the kids. Giving someone the gift of reading is one of the kindest things anyone can do. Tennis is a lifetime sport. Reading is a lifetime skill. Add healthy eating and we’ve got the recipe to create happy, healthy, active and educated kids in the communities we serve.”



Kindergartners received these 10 books from Soho Center in November

Learn more about what QCV is doing to promote 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 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](#).

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

