



*** FOR IMMEDIATE RELEASE ***

QCV Publishes 46th Go Bananas for QuickStart! Card

Charlottesville, Virginia (10/10/2019) – QuickStart Tennis of Central Virginia, Inc. (QCV) has recently published its 46th Go Bananas for QuickStart! card – “WHY do tennis players practice kindness?” -- which features UVA Men’s Tennis #1 player Carl Söderlund as the tennis role model. The Go Bananas! campaign was originally started in 2009 with the issuance of the Go Bananas! poster and the first Go Bananas! card — “WHY do tennis players eat bananas?” The campaign has reached almost 20,000 kids since inception.



WHY do tennis players practice kindness?


BECAUSE ... BEING KIND

- 🍌 Makes you feel energetic and strong
- 🍌 Increases your positivity and confidence
- 🍌 Reduces your stress for peak performance
- 🍌 Makes you feel “warm & fuzzy”
- 🍌 Is good for your heart and your health!

WHAT MAKES A PERSON KIND?
Caring about others and understanding how they feel.
Respecting others -- people, animals, even things.
Including others in activities even if they’re different from you. Having **integrity** – being truthful regardless of the outcome. Accepting **responsibility** for your actions and words. **Courage** to do the “right thing.”

**Want to be a great tennis player?
 Be kind like a great tennis player!**

Kindness in Tennis Being a good sport is one way to be kind. In tennis, as well as in everyday life, treating others the way you would like to be treated is being kind. Think about how you make others feel. Practice kindness just like you practice tennis. Practicing kindness helps tennis players relax, focus and play better. Practice acts of kindness every day. Practice acts of kindness when you play. Kindness Matters!



Carl Söderlund

UVA's #1 Singles Player Goes Bananas for QuickStart!
 Fourth-Year Carl Söderlund, who comes from Sweden, **Goes Bananas!** for tennis. He eats lots of fruits, vegetables, whole grains and lean meats. Carl fuels up to play lots of tennis. On and off the court, Carl is always respectful and kind.

Go Bananas for QuickStart!
Bag Check On-court Carl always has lots of water and Gatorade. He starts his day with a BIG breakfast of orange juice, fruit, eggs, bacon, oatmeal and toast or bagel. His favorite food is Swedish meatballs. For dinner he likes a steak with broccoli or Mediterranean food. On special occasions, Carl treats himself to white chocolate.

ITA All-American
 All-ACC Team (3x)
 All-ACC Academic Team (3x)
 UVA Male Scholar Athlete of the Year
 ACC Men’s Tennis Player of the Year
 ITA Atlantic Rookie of the Year

Go Bananas for QuickStart! 10/2019
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Lynda Harrill, QCV QuickStart Coordinator, says, “A while back we expanded Go Bananas! to include healthy habits and life skills in addition to promoting physical activity and healthy eating. We added ‘WHY do tennis players have good manners?’ three years ago. Given the state of our world today, we decided to go a step further and teach kids the importance of being kind, not only in the context of tennis, but in life. Carl is a terrific tennis role model for kindness. He is kind and respectful on and off the court, an excellent tennis player (currently ranked #1 in college tennis with an impressive list of awards and recognitions for his first three years at UVA), an accomplished scholar-athlete and a superb representative of the University of Virginia. He’s volunteered to accompany QCV on school visits. I can’t wait to see the kids’ faces when they realize the tennis player in the photo on the card is standing right in front of them. I’ve seen it before with other Go Bananas! role models over the years. It’s absolutely priceless. My husband says that if

something like this had ever happened to him during his baseball card years, he probably would've had a childhood heart attack on the spot.”

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 210 schools with 98,000 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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