

*** 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.



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! UVA's #1 Singles Goes Bananas for QuickStart! Fourth-Year Carl Söderlund, who comes from Sweden, Goes Bananas! 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. Carl Söderlund Go Bananas for QuickStart! ITA All-American Bag Check On-court Carl always has All-ACC Team (3x) lots of water and Gatorade. He starts his day with a BIG breakfast of orange Team (3x) UVA Male Scholar juice, fruit, eggs, bacon, oatmeal and toast or bagel. His favorite food is Athlete of the Year Swedish meatballs. For dinner he likes ACC Men's Tennis a steak with broccoli or Mediterranean Player of the Year food. On special occasions, Carl treats ITA Atlantic Rookie himself to white chocolate. of the Year

10/2019

Go Bananas for QuickStart!

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."

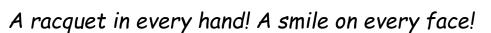
QuickStart Tennis of Central Virginia is an all-volunteer, grassroots Community Tennis Association established in 2009 as a 501(c)(3) charitable organization to promote, develop and grow QuickStart Tennis in the heart of Virginia for all beginners, especially underserved youth, using the kid-sized QuickStart Tennis format.

QCV's service area includes Albemarle, Amelia, Appomattox, Brunswick, Buckingham, Charlotte, Culpeper, Cumberland, Dinwiddie, Fluvanna, Franklin, Greene, 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 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







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