



*** FOR IMMEDIATE RELEASE ***

Go Bananas for QuickStart! Sponsors Wanted

Charlottesville, Virginia (8/27/2018) – QuickStart Tennis of Central Virginia, Inc. (QCV) is seeking sponsors for its innovative Go Bananas for QuickStart! campaign that uses tennis players as nutritional role models for kids. Since inception in 2009, Go Bananas! has reached over 17,000 kids through visits to PE classes, classroom programming for preschoolers, afterschool programs and out-of-school programs and summer camps and participation in back-to-school, family fitness and open house nights at schools and community events. Go Bananas! targets kids aged four to eight. QCV has created age-appropriate tennis and nutrition programs for kids that are engaging and FUN, but we need financial support to keep these all-volunteer programs going. Funding is used to buy giveaways for kids to reward healthy behavior and reinforce the importance of physical activity and healthy eating habits.

Research shows 70% of childhood obesity is attributable to physical inactivity. Another 25% is due to nutrition. With tennis instruction and Go Bananas!, kids learn the “ABCs of tennis” and learn about healthy foods and eating habits. This is how QCV addresses 95% of the obesity problem in a FUN QuickStart way.



Preschoolers at Woodbrook Elementary look sharp in their Go Bananas! t-shirts and drawstring bags

Please consider supporting QCV by becoming a Go Bananas! Sponsor. Contact Lynda Harrill, QCV QuickStart Tennis Coordinator, at quickstartcentral@comcast.net.

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. We currently serve 207 schools with more than 95,000 kids, 15 parks & recreation departments, three Boys & Girls Clubs and three YMCAs in our service area of 27 counties and three independent cities. We have also gotten tennis into PE classes in 36 additional schools with 15,000 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!



####