



*** FOR IMMEDIATE RELEASE ***

New Community Tennis Association for Western Albemarle County

Charlottesville, Virginia (11/8/2019) – QuickStart Tennis of Central Virginia, Inc. (QCV) is pleased to report the Western Albemarle Tennis & Racquet Sports Association (WATRS) has recently begun operation in Western Albemarle County. WATRS is a USTA Community Tennis Association and uses the courts at Western Albemarle High School (WAHS) as their home base. They received 501(c)(3) tax-exempt status in June and began youth programming this fall at Brownsville and Crozet Elementary Schools and at Claudius Crozet Park. For adults, they currently have Sunday afternoon drop-in tennis at the WAHS courts and will provide instruction and competitive opportunities for adults in the near future.



WATRS' mission is to promote the growth and development of tennis and other racquet sports to provide healthy recreation, physical fitness and personal growth for residents of Western Albemarle County. They aim to serve youth and adults, creating a pipeline of play from recreational to competitive.

WATRS Founding Board members are Ellen Markowitz, WAHS Girls' Tennis Coach, Director of Tennis for Albemarle County Parks & Recreation and founder of SuperStarters Sports; Steve Momorella, WAHS parent, tennis player and Founder of the TEK Group; Bob Miller, long-time tennis player and coach, Assistant Coach -- WAHS Girls' Tennis and former education administrator; and Chris Stewart, tennis player and Brownsville Elementary parent.

Ellen, says, "We're excited to launch WATRS to support the growth & development of tennis in Western Albemarle. We have multiple goals, including strengthening the youth tennis pipeline for supporting our fantastic tennis teams at WAHS, creating more overall recreational and competitive opportunities in the community for youth up to adult players, and perhaps be a partner to growing the game of pickleball in the area! We look forward to input and involvement of all who might be interested in our mission."

Lynda Harrill, QCV QuickStart Coordinator, says, "When we first started QCV, the ultimate goal was to work our way out of a job by starting traditional Community Tennis Associations to foster a public tennis tradition and run tennis programming in local communities. We created a how-to guide for CTAs to make sure all the required steps

were completed in order and on a timely basis to make formation as easy as we make learning tennis for kids. WATRS is our second CTA and we are thrilled for them.”

For more information about WATRS, go to: <https://www.facebook.com/WATRS.tennis/>

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](https://www.facebook.com/QuickStartCentral).

For additional information, contact quickstartcentral@comcast.net



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