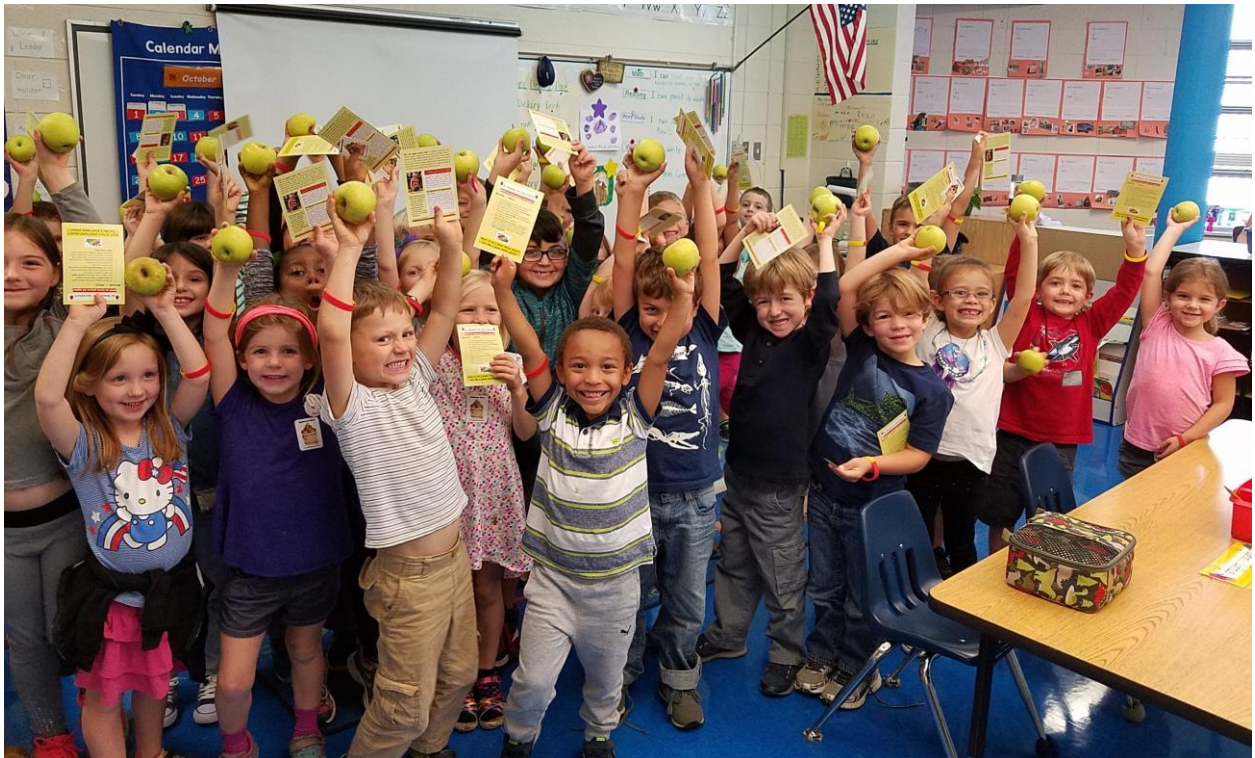




\*\*\* FOR IMMEDIATE RELEASE \*\*\*

## **Carter Mountain Orchard Supports Apples for Aces**

**Charlottesville, Virginia (10/5/2017)** – QuickStart Tennis of Central Virginia, Inc. (QCV) is pleased to report 340 kindergartners and preschoolers in Albemarle County experienced an Apples for Aces visit at their school this week. Thanks to the generosity of Carter Mountain Orchard, we were able to deliver healthy, tasty Red Delicious and Golden Delicious apples, along with Go Bananas! bracelets, the Go Bananas! “WHY do tennis players eat apples?” cards and Apples for Aces stickers to kindergartners at four elementary schools — Agnor-Hurt, Baker-Butler, Crozet and Murray. Apples for Aces is an outgrowth of our Go Bananas for QuickStart! Campaign, which uses tennis players as nutritional role models for kids. Also benefiting from Apples for Aces were 54 preschoolers at Greer and Woodbrook Elementary Schools who participate in the BrightSTARS — Tennis for Me! curriculum.



Kindergartners at Crozet Elementary

Cynthia Chiles of Carter Mountain Orchard says, “Carter Mountain is so pleased to be a part of your Apples for Aces program! We believe in getting kids off to a healthy start in life, and being able to show them that healthy foods like apples can be delicious is fantastic!”

QCV QuickStart Coordinator Lynda Harrill, adds, “We love to partner with local organizations and businesses like Carter Mountain Orchard to help create happy, healthy and active kids. At least 70% of childhood obesity is attributable to physical inactivity, and another 25% is due to unhealthy eating. With something simple like Apples for Aces, we

can address 95% of the problem while putting smiles on kids' faces. Many thanks to Carter Mountain Orchard for helping us make this happen.”

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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. We currently serve 206 schools with 95,000 kids, 13 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 30 additional schools with 14,000 students in southwestern and eastern central Virginia as part of the Mid-Atlantic Supercharge School Tennis Task Force.

Visit QCV at: [www.quickstartcentral.org](http://www.quickstartcentral.org) and on [Facebook](#).

For additional information, contact [quickstartcentral@comcast.net](mailto:quickstartcentral@comcast.net)



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



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