



aces & insights

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SPOTLIGHT



Welcome to the Neighborhood

Have you ever dreamed of moving into the same neighborhood as Billie Jean King, Andre Agassi, Pete Sampras, Ivan Lendl and John McEnroe? Well, now you can. Last year, USTA Serves created neighborhoods on the Avenue of Aces' brick and paver program to honor US Open singles champions. We started with Billie Jean King, and now all five greats can have their own neighborhoods—and you can move in next to them! It couldn't be easier. Just pick a player, personalize a paver, and move into the neighborhood. You'll be a part of US Open history—a neighbor to a great champion, and a champion of a great cause. [MORE »](#)



Tennis Night in America

This year the focus of the annual **Tennis Night in America** event will be on the men in the *BNP Paribas Showdown* at Madison Square Garden on February 28th. Andre Agassi, Pete Sampras, Ivan Lendl and John McEnroe will be featured in the evening's play, which will pit Lendl vs. McEnroe in one match, and Sampras vs. Agassi in the other. We're happy to support this great night of tennis and cheer on these legends who are champions both on and off the court. They are all supporting USTA Serves by being a part of the new "Neighborhood" initiative on the Avenue of Aces. By doing so, they'll be closer to their friends and supporters and will be giving back to at-risk youth and people with disabilities through our scholarship and grant programs. Come to Madison Square Garden on February 28th. Enjoy an evening of world-class tennis and learn how you can order a paver next to your favorite champion. [MORE »](#)

PROGRAMS & SCHOLARSHIPS



Elementary Reads

Hamilton County Community Tennis Association of Carmel, Indiana created their *Elementary Reads* program thanks to a grant they received from USTA Serves. High school students supervised by certified teachers are writing books for third graders about champion athletes including Arthur Ashe, James Blake, Billie Jean King, Gale Sayers and George Taliaferro. The goal is to have one set of books for every third grade classroom in the Metro Indianapolis area by fall of 2011—a total of 858 schools and 24,000 students. [MORE »](#)



USTA Serves Scholarships Help Students Across the Country

Each year, USTA Serves awards college scholarships to deserving high school seniors in each of the seventeen USTA Sections. With donor support, we are able to make the dream of higher education a reality for more deserving young people. **Bekah Freitag**, a 2010 scholarship recipient, recently completed her first semester of college and updated us on her progress. "College has been a wonderful learning experience for me. Classes have been challenging, but I have really enjoyed learning more, especially as it relates to my major. The independence I have while at school has helped me see the kind of person that I am, and I have been surrounded by people who push me to be the best that I can be."

[MORE ON HOW DONOR FUNDS ARE USED »](#)

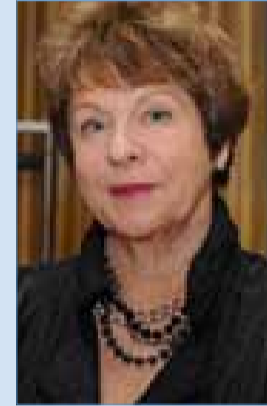
Newsletter Trivia

All four of the participants in the *BNP Paribas Showdown* at Tennis Night in America have written books. Who was the first of these greats to be published?

[FIND THE ANSWER HERE »](#)

THE SERVICE LINE

By Deborah Slaner Larkin



The USTA conducted its Community Tennis Development Workshop (CTDW) last weekend in Arlington, Virginia.

It was invigorating to be with hundreds of leaders who

share the belief that programs integrating tennis and education can lead to success in school and in life. Some programs report that 100 percent of participants who have completed their programs are college-bound next year. The vast majority of these participants are first-generation high school graduates. We are fortunate to have so many dedicated leaders committed to growing and developing not only the sport of tennis, but the lives of the people who play it as well.

It's Your Call

We want to hear from you—tell us something we don't know about tennis and education and we'll share it through our newsletter.

Did you know that 100 percent of the students who participated in the **Zina Garrison Tennis Academy** and in the **MaliVai Washington Kids Foundation** after school programs are going to college next year? Congratulations to all of you seniors and program leaders involved in these terrific programs.

[SHARE YOUR STORY »](#)

Donate or Contact Us

USTA Serves
Mary Carillo, President
70 West Red Oak Lane
White Plains, NY 10604
P 914 696 7223
F 914 697 2307

foundation@usta.com | www.USTAServes.com

Dates to Remember

February 28	Tennis Night in America
March 15	Grant Applications Due
June 1	Scholarship Recipients Announced
August 29	Opening Night Gala
September 9	Pro-Am at 2011 US Open