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Advocacy News

Fall 2010

Noteworthy News & Events

11th Annual Lights On Afterschool, October 21, 2010:
www.afterschoolalliance.org

2011 Community Tennis Development Workshop, Arlington, Virginia; February 11-13, 2011
www.usta.com/ctdw

SGMA's 12th Annual National Health Through Fitness Day, Washington, DC; March 1 & 2, 2011:
www.getinvolved.sgma.com

The Big Serve is on Facebook—"Like" Now!

We're all advocates of tennis in our own way, but if you're on Facebook there's a great way you can show your support of tennis—"Like" The Big Serve. Through The Big Serve advocacy initiative, the USTA is connecting our members' passion for tennis with the issues affecting the communities and spaces where tennis is played. The goal of the USTA's Big Serve Facebook page is to increase awareness of the policies that affect the tennis community.

www.facebook.com/TheBigServe



Charleston County School District After-school Agreement

The USTA recently entered into a three-year agreement with the Charleston (S.C.) County School District to support the creation and the growth of tennis programming throughout the district. Over the next three years the school district will institute comprehensive after-school tennis programs starting at 15 schools the first year, 30 schools the second year and 45 schools the third year. The school district's commitment to developing after-school programming is coupled with its efforts to build or paint QuickStart courts at elementary schools, support no-cut varsity teams at district high schools, and expand the district's spring middle school junior team tennis league. This partnership will result in a minimum of \$150,000 of school district resources being invested in the development and growth of tennis programming and facilities in the school setting over the next three years.

QuickStart Tennis on the South Lawn of the White House

On August 3rd, over 100 kids from six Washington NJTL chapters participated in a tennis clinic featuring the QuickStart play format on the South Lawn of the White House. This event was part of the USTA's ongoing effort to support First Lady Michelle Obama's Let's Move! initiative. Students were joined by Sam Querrey, the Bryan Brothers, Wayne Bryan and Lucy Garvin, and were treated to a surprise visit by President Obama. For photos and the full story, visit http://www.usta.com/quickstart_tennis_comes_to_the_white_house/

President's Challenge Update

As part of our support of Michelle Obama's Let's Move! campaign, we coordinated the on-court recognition of hundreds of NJTL kids at six Olympus US Open Series Events. Kids from the following chapters met the President's Challenge of 60 minutes of exercise per day for five days a week for six weeks this summer:

- *Atlanta Tennis Championships*: USTA Atlanta
- *Bank of the West*: Youth Tennis Advantage
- *Farmer's Classic*: LA84 SCTA NJTL
- *Mercury Insurance Open*: Youth Tennis San Diego
- *Legg Mason*: Washington Tennis & Education Foundation, CREATE Tennis, Southeast Tennis & Learning Center, Tennis at Shiloh, Active Aces
- *Pilot Pen*: New Haven Junior Tennis

For more information on the Challenge, please visit <http://www.presidentschallenge.org/>

Fall Convening of Trained Advocacy Consultants

In late October over 25 trained Advocacy Consultants will gather in Armonk, New York, for a special convening. The purpose of this meeting is to share experiences, chronicle lessons learned, generate and share case studies, and energize everyone who has been a part of the advocacy consulting team. There will be robust facilitative sessions where the participants are asked to bring information on projects in progress or being worked on.