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WTA TOUR**

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Newsroom

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First Serve Winner Crowned

ST. PETERSBURG, FL, USA - Children from all across the country competed in the classroom and on the tennis court for the better part of the last 11 months in the First Serve National Student Athlete Competition, and in a special ceremony on Saturday, Jerica Coley was officially announced the first female winner of the competition.

Coley, who just finished 10th grade and played in the St. Petersburg, Florida chapter of First Serve (one of 17 in the country), was honored at the St. Petersburg Hilton. Also in attendance was the Sony Ericsson WTA Tour's Peachy Kellmeyer. Coley will be the first in her family to attend college.



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The First Serve National Student Athlete Competition began on August 21, 2007 and ran through July 15, 2008. Academic grades and results at junior tennis tournaments were tabulated, and at the end of this, its first season, a No.1 male and a No.1 female First Serve Student Athlete of the Year were crowned and awarded with the \$5,000 scholarship (the \$5,000 that went to Jerica Coley was donated by the Sony Ericsson WTA Tour). In addition to that, the winners will also be sent to the US Open and given a chance to meet their favorite players. Other awards in the program include the \$25,000 grant from First Serve National to the First Serve chapter with the most competitors in the Top 25 (in both divisions).

"The final results of the First Serve National Student Athlete Competition are determined in thousands of classrooms and tennis courts throughout the United States of America," said Trey Buchholz, Founder & CEO of First Serve. "Our tutors and coaches play an important role but it's the students that determine their ranking points with every test they take in school and every time they step out on the tennis court. We are so thankful to the Sony Ericsson WTA Tour for funding the Girls Division scholarship and its enthusiasm for First Serve."

The Sony Ericsson WTA Tour has been a staunch supporter of the First Serve program. In addition to the aforementioned donation, the Tour has arranged for several school visits by players to spread the word. Just this past week in Stanford, doubles world No.1s Cara Black and Liezel Huber visited First Serve participants in between match days at the Bank of the West Classic.

First Serve is the only national organization that utilizes tennis with the solitary purpose of empowering youth with the skills, values and experience they need to be responsible, productive and successful in life. More about the organization can be found at www.firstserve.org.

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