

“Many First Serves”

An Inside Look at the Celebration of Nation’s #1 First Serve Female Student Athlete

ST. PETERSBURG, FL (July 19, 2008) – Before a capacity crowd of family and friends, 16 year old Jerica Coley thanked all who have helped her along the way and received two standing ovations in return. Trey Buchholz, Founder and CEO of First Serve National, called Jerica back up to the front of the room to see the crowd on their feet. Jerica, known for being quite reserved, faced the crowd overwhelmed in the moment. “You could feel the electricity up there”, said Buchholz, “it was clearly a positively intense moment that anyone would not forget”.



The First Serve Competition – Jerica Coley’s Results:

- 15 A’s and 1 B out of the 16 letter grades counted in math, science, literary arts, and history
- Played 5 USTA (United States Tennis Association) tournaments, won 8 of 12 matches, including 2 titles
- Resulting in 6,430 points - more points than all competitors (in cities such as San Francisco, Chicago, Philadelphia, Houston, Cincinnati, Milwaukee, Memphis, and 10 other cities including 5 in Florida)
- Held the #1 spot for 34 weeks of the 48 week national competition

Excerpts from First Serve National Address to Jerica Coley:

“Jerica,

In the 2007 – 2008 First Serve National Student Athlete Competition (Girls Division), you ranked #1 in the United States of America. [*Cheers for Jerica could be heard throughout the entire banquet hall of the hotel*] This outstanding achievement will place you among a select group of individuals who have accomplished an honor that will last a lifetime. Out of thousands of young people entering the National Student Athlete Competition throughout America, only those ranked #1 at the end of the 12-month competition each year earn an invitation to membership in the First Serve National Honor Society.”

Other Highlights from the Celebration:

- The Sony Ericsson WTA Tour presented Jerica an academic scholarship fund of \$5,000. Jerica will be the first in her family to go to college.
- 2008 Wimbledon Champion, Venus Williams, heard about Jerica’s accomplishment. Peachy Kellmeyer, Sr VP of Tour Operations, presented Jerica with a framed letter to Jerica from Venus (Jerica’s favorite player), an autographed poster of Venus, as well as various tennis gear and racket.

- Jerica, her mom and dad will attend the 2008 U.S. Open next month where the Sony Ericsson WTA Tour will arrange for Jerica to meet some tennis stars. This will be the first time in New York for Jerica, mom, and dad.

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About First Serve

First Serve, a national 501(c)(3) nonprofit organization, combines educational and athletic programming that challenges and inspires underserved young people who are dedicated to succeed in life. First Serve Chapters are located in 18 cities across America with Affiliate Chapters in Jamaica and South Africa.

For more information, visit www.firstserve.org.

Media Contact:

First Serve National: Trey Buchholz tbuchholz@firstserve.org