

For Immediate Release

At-Risk Youth in Palm Beach County Who Demonstrate Achievements in Tennis and Academics To Be Recognized at Delray Beach ITC

DELRAY BEACH, FL (February 14, 2008) – First Serve of the Palm Beaches’ representatives Daniel Robinson and Kevin Patterson will be recognized for their outstanding achievements on the tennis court and in the classroom at the Delray Beach International Tennis Championships (ITC) on Saturday, February 16.

Robinson, a 14 year old West Palm Beach student, is ranked third in the United States in the First Serve National Student Athlete Competition and Patterson, a 13 year old Riviera Beach student is ranked sixth. The two are battling it out with other inner-city kids from 18 cities nationwide for a chance at a \$5,000 scholarship. Both top ranked students will be recognized center court by ITC officials and will make the ceremonial coin toss prior to the doubles semi-final round on Saturday night.

“The encouragement from the Delray Beach ITC and its fans is so important to the Student Athlete Competitors from First Serve of the Palm Beaches”, said Trey Buchholz, Founder and CEO of First Serve. “Simply knowing that so many people are tracking their success as they move through the national rankings serves as a daily reminder to study harder, practice more, and be the very best they can be.”



Daniel Robinson of West Palm Beach – Currently ranked #3 in the United States in the First Serve National Student Athlete

In addition to the center court presentation, the ITC also supports the First Serve organization by providing a generous supply of complimentary tickets for the over 150 kids in the Palm Beach area who participate in the organization’s programs. ITC also offers First Serve with a complimentary booth at the event to promote the organization and to fundraise.

The First Serve National Student Athlete Competition is a unique 11-month competition in which First Serve students earn points primarily for their academic achievements, as well as on their junior tennis tournament results. Academic points are awarded for As and Bs in math, science, literary arts, and history. Tennis points are earned by competing in sanctioned junior tennis tournaments. To qualify for the competition, students must attend tutoring and tennis sessions at least twice per week for the entire school year at First Serve of the Palm Beaches.

Over 300 kids are participating in the contest alongside other First Serve Chapters in cities such as Chicago, Memphis, Houston, Philadelphia, Cincinnati, San Francisco, Miami, and others. The competition will end on July 15, 2008 when the nation's number one ranked girl and boy will each receive a \$5,000 scholarship check and a trip to the U.S. Open where they will meet with some of the biggest names in tennis.

"The kids love it. They can track their standings online at www.firstserve.org and really develop a sense of pride and accomplishment" says Henry Guignet, Director of First Serve of the Palm Beaches. "The First Serve Student Athlete Competition provides children of underserved communities the opportunity to expand their horizons in ways that they have only dreamed of before."



Kevin Patterson of Riviera Beach – Currently ranked #6 in the United States in the First Serve National Student Athlete Competition.

First Serve National Student Athlete Competition

FIRST SERVE NATIONAL STUDENT ATHLETE COMPETITION As of 02.12.2008			
1	HAERLE, JULIAN	St. Petersburg	3300
FIRST SERVE ST. PETERSBURG			
2	DODDIPALLI, MAMANKA	Houston	3200
ZINA GARRISON ACADEMY			
3	ROBINSON, DANIEL	Palm Beach	3200
FIRST SERVE PALM BEACH			
4	DAVIS, TRENDEAN	Jacksonville	3100
MALIVAI WASHINGTON KIDS FOUND.			
5	RECHTIN, NOLAN	Cincinnati	3100
FIRST SERVE CINCINNATI			
6	PATTERSON, KEVIN	Palm Beach	3020
FIRST SERVE PALM BEACH			
7	LANG, BENZELL	Jacksonville	3000
MALIVAI WASHINGTON KIDS FOUND.			
8	JONES, ARCHANGEL	Jacksonville	3000
MALIVAI WASHINGTON KIDS FOUND.			
9	ATKINSON, MARQUIS	Jacksonville	2700
MALIVAI WASHINGTON KIDS FOUND.			
10	FRANK, DEVYN	Cincinnati	2700
FIRST SERVE CINCINNATI			
TOP 25			→

FIRST SERVE NATIONAL STUDENT ATHLETE COMPETITION As of 02.12.2008			
1	COLEY, JERICA	St. Petersburg	3120
FIRST SERVE ST. PETERSBURG			
2	REYES, PAOLA	Fort Collins	3100
FIRST SERVE FORT COLLINS			
3	LAMOTTA, KRISTAL	Jacksonville	3100
MALIVAI WASHINGTON KIDS FOUND.			
3	MOODY, JERVONNIE	Jacksonville	3100
MALIVAI WASHINGTON KIDS FOUND.			
5	CLARK, ADRIENNE	Jacksonville	3000
MALIVAI WASHINGTON KIDS FOUND.			
6	WILLIAMS, JAZZAURIA	Jacksonville	3000
MALIVAI WASHINGTON KIDS FOUND.			
7	HENARY, ELISE	Fort Myers	3000
FIRST SERVE LEE COUNTY			
7	MCSHEEHY, ANNAMARIE	Fort Myers	3000
FIRST SERVE LEE COUNTY			
9	MARTINEZ, SAMANTHA	Houston	2960
ZINA GARRISON ACADEMY			
10	WALKER, CIARA	Jacksonville	2800
MALIVAI WASHINGTON KIDS FOUND.			
TOP 25			→

About First Serve National:

First Serve, a national 501(c)(3) a nonprofit organization, is dedicated to empowering young people by providing programs and services that educate and inspire underserved young people who are dedicated to succeed. First Serve Chapters are located in 18 cities across America. For more information, visit www.firstserve.org.

About Delray Beach ITC:

The Delray Beach International Tennis Championships is a \$437,000 ATP Tour Event which takes place February 9 – 17, 2008 at the Delray Beach Stadium and Tennis Center in Delray Beach, FL. Now in its 16th tournament year and 10th in Delray Beach, the Delray Beach ITC is one of a few privately owned tournaments in the world and attracts thousands of visitors and a roster of some of the world's most heralded tennis players to South Florida. Celebrated in 2003 with the ATP Award of Excellence, the tournament is the first of 14 ATP tournaments scheduled in the United States for 2008. For more information on the Delray Beach ITC call 561- 330- 6000 or visit www.YellowTennisBall.com.

About First Serve of the Palm Beaches:

The First Serve of the Palm Beaches (formally Palm Beach Area Tennis Patrons) assists young people by providing them with various resources and training they will need to become responsible, productive and successful citizens. Some of the services we provide are, the First Serve Life skills Curriculum, participation in the National Student Athlete Competition, academic tutoring, computer access and training as well as tennis instruction and equipment. It is our mission to inspire and support under-served young people who are dedicated to succeed in life.

Media Contacts:

Trey Buchholz
First Serve National
954-568-4661
tbuchholz@firstserve.org

Terri Neil
Terri Neil PR & Marketing
561-641-0658
terri@terrinpr.com