

“Mal Washington Kids Foundation Earns First Serve Chapter of the Year”

A National Distinction for Jacksonville, FL Youth Program

FT. LAUDERDALE, FL (September 16, 2008) – Thousands of inner-city young people from First Serve Chapters throughout the United States competed over the past eleven months in the First Serve National Student Athlete Competition. Among the First Serve Chapters, Jacksonville’s MaliVai Washington Kids Foundation (MWKF) had more student athletes ranked in the nation’s top 25 than any other First Serve Chapter, earning the distinction as the 2007 – 2008 First Serve Chapter of The Year.

The competition awards ranking points for each competitor, primarily for grades earned in math, science, literary arts, and social studies, and combines the scholastic points with points earned in USTA junior tennis tournaments.

“A great part about the competition is that it objectively finds the best of the best”, said Trey Buchholz, Founder and CEO of First Serve National. “We don’t just pick the First Serve Chapter of the Year based on who we think deserves it. The distinction is earned based on actual results. Plain and simple, Mal’s program won, and supporters of his program and the community of Jacksonville should be very proud.”

And they are. On September 8th at the MWKF Gala, a crowd of over 500 people rose to their feet as the First Serve Chapter of the Year announcement was made. “I am incredibly proud of our kids and my staff for earning this national distinction”, said Mal Washington who founded MWKF in 1994. “First Serve sets very high standards to become a First Serve Chapter so I’m well aware of how hard it was to win this national competition.”

The 2008 – 2009 First Serve National Student Athlete Competition is already underway. The rankings are updated daily and can be followed throughout the year at www.firstserve.org.



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About First Serve

First Serve, a national 501(c)(3) nonprofit organization, provides academic, life skill, and tennis 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.

About MWKF

The mission of the MaliVai Washington Kids Foundation is to develop champions in classrooms, on tennis courts and throughout communities.

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