

“First Serve New Mexico Hits The National Stage”



FT. LAUDERDALE, FL (November 10, 2008) – The First Serve National Office announced today the addition of First Serve – New Mexico. New Mexico joins the national network at a time when achieving First Serve Chapter status has never been more challenging. “Local leadership in Santa Fe implements IEPs [Individualized Education Plans] for each student”, said Trey Buchholz, Founder and CEO of First Serve National. “They have clearly established academic achievement as the top priority, which is what First Serve is really all about,” Buchholz added.

The New Mexico chapter, like all First Serve Chapters, provides year-round out-of-school academic enrichment, life skills, and tennis-based programming for ‘underserved’ youth. Eleanor P Brenner and Richard Brenner, Founders of First Serve – New Mexico, lead a small but very dedicated and passionate team, working with students from five public schools in Santa Fe and one in Pojoaque, NM. “We are so proud to join the First Serve National Network, one of only sixteen chapters in the United States”, said Mrs. Brenner. Buchholz is quick to point out, “They’ve earned it and I expect to see First Serve – New Mexico do very well on the national stage.”

You can track First Serve students throughout the United States as they compete in the 2008 – 2009 First Serve National Student Athlete Competition. 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 16 cities across America with Affiliate Chapters in Jamaica and South Africa.

For more information, visit www.firstserve.org.

About First Serve – New Mexico

First Serve – New Mexico is a local 501(c)(3) nonprofit organization dedicated to changing children’s lives – one child at a time, one day at a time. The program creates small core groups of a minimum three to a maximum eight students per tutor and per tennis instructor. These core groups create a real sense of belonging, a sense of competition, a sense of camaraderie, a sense of responsibility, and above all a purpose to become excellent.

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