

## Sony Ericsson Rewards Student Athlete Winners

OCTOBER 28, 2009 AVERAGE RATING: ★★★★★



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**ST. PETERSBURG, FL, USA** - The second season of the First Serve National Student Athlete Competition wrapped up over the summer and this past weekend it was time to honor the winners, Jerica Coley and Jamiya McGriff.

Coley, who won the Girls High School Division for the second straight year, and McGriff, who won the Girls Lower Middle School Division, were honored at a special awards ceremony on Saturday, October 24, at the St. Petersburg Tennis Center in St. Petersburg, Florida. Their friends and family were on hand to congratulate them for their hard work throughout the year.

**Check out photos from the First Serve ceremony right now!**

Peter Johnston, Senior Vice President of Competition and Member Relations for the Sony Ericsson WTA Tour, was also in attendance - the Tour donated the prize money for the Girls Divisions, with \$5,000 going to both girls' education. Second place in each division received \$2,500; third place received \$1,000.

Sony Ericsson also provided mobile phones to the first, second and third place finishers for both divisions of the boys and girls' competitions.

Additionally, First Serve treated the winners with a trip to the **US Open** in September, where they got a behind-the-scenes tour of the venue and got to stay at the fancy LeParker Meridien hotel in New York City.

First Serve is the only organization that utilizes tennis for the sole purpose of empowering youth with the skills, values and experience they need to become responsible, productive and successful in life. The winners of the competition are determined by report card grades (As, Bs and so on) and tennis results.

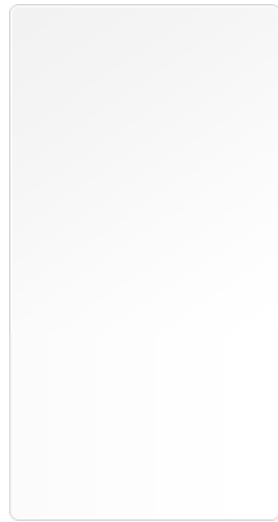
For more information on First Serve and the First Serve National Student Athlete Competition, visit [www.firstserve.org](http://www.firstserve.org).

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