



FOR IMMEDIATE RELEASE
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ARTS FOR THE AGING 20TH ANNIVERSARY MIXED DOUBLES TENNIS ROUND-ROBIN
-- Annual Tournament to be held Sunday, May 16, 2010 --

Washington, D.C.—Supporting their mission to engage older adults in health improvement and life enhancement through the arts, Arts for the Aging (AFTA) announces its 20th Anniversary Mixed Double Tennis Round-Robin, from 9:00 a.m. to 8:00 p.m. on Sunday, May 16, 2010. Event proceeds will help to sustain 650 outreach programs for seniors, especially those living with Alzheimer’s disease and dementia, throughout the Washington metropolitan area.

“This tournament is always popular with tennis players in the region. We expect the metropolitan community, business leaders, and diplomats to participate,” says Lolo Sarnoff, founder and chairman of AFTA. An avid tennis player well into her eighties, she remarks, “Now that I am into my nineties, I know how important it is to remain physically and mentally active for as long as possible.”



Round-robin play will take place on private courts from 9:00 a.m. to 12:00 p.m. The matches for semifinals (1:30 p.m.), finals (3:00 p.m.), and an exhibition match (4:30 p.m.) will be played on the courts at the residence of His Excellency Jonas Hafström, the Ambassador of Sweden, and Mrs. Eva Hafström in Northwest D.C. Ambassador and Mrs. Hafström will then welcome players and spectators alike to their home for an awards ceremony and cocktail reception from 6:00 to 8:00 p.m.

No rain date or other arrangements will be made for tournament. However, the cocktail reception at the Ambassador’s residence will take place rain or shine. Admission: Team Entry \$140, Player \$75, Spectator \$60. Sponsorship and advertising opportunities available. Call (301) 718-4990 for more information.

About Arts for the Aging

Arts for the Aging, Inc. is a 501(c)(3) not-for-profit organization based in Bethesda, MD that provides visual, performing, literary and intergenerational arts outreach programs specially designed to improve the health and enhance the lives of seniors. Outreach programs are led by professional artists and focus on seniors with physical and cognitive impairments in underserved adult day centers, nursing homes and community settings throughout the metropolitan area. Since 1988, AFTA has promoted what research now shows—that regular engagement in participatory arts programs improves the mental and physical health, longevity, and the overall quality of life in seniors. Learn more at www.AFTAarts.org and join AFTA’s online community at www.facebook.com/ArtsfortheAging.

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Photographs, Gene Carl Feldman: Top right, 2009 exhibition players Republic of Korea’s Olympic captain Chi Wan Kim, nationally ranked Skylar Morton and Marjorie Baker, Washington Kastles Tennis Coach Murphy Jenson, and former world No. 1 doubles player Richey Reneberg; bottom left: finals play.