



SOUTHERN
TENNESSEE

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PRESS RELEASE



USTA Tennessee names Veronica Uribe, Former Tennessee Technological University player and experienced professional, to serve as Director of Community Outreach and Diversity.

FOR IMMEDIATE RELEASE

Nashville, TN April 1, 2016 ----- The USTA Tennessee has appointed Veronica Uribe as the Tennessee Southern section's new Director of Community Outreach and Diversity. Uribe, who assumed her new role in March of 2016, will focus to expand "Tenis Para Todos" (Tennis for All) across the state of Tennessee and eventually across the entire Southern Section by 2017. USTA Tennessee is partnering with USTA National, USTA Southern, and Davidson County Metro Parks to introduce the lifelong game of tennis to over 500 children and families in 2016!

"I am looking forward to leading the Community Outreach initiative for the USTA Tennessee," said Uribe. "We are committed to introducing the sport to underserved communities, as well as to increase tennis participation within this community."

A native of Mexico City, Mexico, Uribe played Division I at Tennessee Tech University in Cookeville, where she earned a B.A. in Finance and her M.B.A.

Ms. Uribe brings a wealth of experience to her role. She has the financial background from her work at Cummins, Inc., her teaching, translating, and advocating roles with the State of Tennessee, and most recently, Veronica's work with Vanderbilt University. Her work with Vanderbilt University was largely focused on empowering children and their families to learn about healthy lifestyles through easy-to-make, affordable, and healthful eating, teaching the importance of staying active, and promoting sponsored events at the local community centers via social media.

Veronica has resided in Nashville, Tennessee for over 15 years.

About USTA and USTA Tennessee

The USTA is the national governing body for the sport of tennis in the U.S. and the leader in promoting and developing the growth of tennis at every level – from local communities to the highest level of the professional game. It owns and operates the US Open, the largest annually attended sporting event in the world, and launched the Emirates Airlines US Open Series linking 10 summer tournaments to the US Open. In addition, it owns the 94 Pro Circuit events throughout the U.S., and selects the teams for the Davis Cup, Fed Cup, Olympic and Paralympic games. A not-for-profit organization with more than 730,000 members, it invests 100 percent of its proceeds in growing the game. The association is divided into 17 sections.

Tennessee is one of the nine states that makes up the USTA Southern Section, the largest section of the USTA. USTA Tennessee has approximately 13,500 members, with approximately 8,000 of those players involved in Junior Competition. For more information about the types of programs and services offered by the USTA Tennessee, visit www.tennesseetennis.com or www.facebook.com/tennesseetennis.com

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