



Former Mayors Willie Brown and David Dinkins, Belva Davis and Bay Area Sports Celebrities Honor Arthur Ashe Legacy and Community Tennis at USTA Northern California *Beyond The Baseline*

ALAMEDA, CA: The U.S. Tennis Association Northern California (USTA NorCal) and the Northern California Tennis Foundation will present the inaugural **Beyond The Baseline Icon Award** to **Jeanne Moutoussamy-Ashe** for devoting her life to the legacy of her husband, **tennis legend Arthur Ashe**. This biennial award has been established in support of USTA NorCal's recently launched initiative, *Beyond The Baseline: Leading the way in bringing tennis & education programs to grassroots communities*. Former Mayors **Willie Brown** and **David Dinkins, Belva Davis, Al Attles** and other Bay Area celebrities and politicians will participate in this first time event, taking place on November 7, 2013 at The Galleria (San Francisco Design Center), San Francisco.

WHO USTA Northern California and Northern California Tennis Foundation

WHAT **Beyond The Baseline** - Honoring the Legacy of Arthur Ashe and Community Tennis Icon Awardee: Jeanne Moutoussamy-Ashe

WHEN Thursday, November 7, 2013, 6:30 pm – 10:00 pm

WHERE The Galleria at the San Francisco Design Center
101 Henry Adams Street, San Francisco, CA

DESCRIPTION 6:30 pm - 8:00 pm
Red Carpet arrivals, Cocktail Reception, *Find Yourself in the Game* video montage, presentation of local Beyond The Baseline community service honorees

8:00 pm - 10:00 pm
The "Signature Style of Tennis" Fashion Show, Fund-a-Need Raffle, DJ music, on stage interview by Ted Robinson and Belva Davis with Jeanne Moutoussamy-Ashe, tribute from former New York City Mayor David N. Dinkins, award presentation to Jeanne Moutoussamy-Ashe by former San Francisco Mayor Willie L. Brown

Attire: Cocktail/semi-formal **Purchase:** <http://bit.ly/usta-btb>

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