



USTA Northern California Honors Arthur Ashe Legacy and Community Tennis Heroes at Beyond The Baseline

[PHOTOS]

ALAMEDA, CA - November 7, 2013: The U.S. Tennis Association Northern California (USTA NorCal) and the Northern California Tennis Foundation presented the inaugural **Beyond The Baseline Icon Award** to **Jeanne Moutoussamy-Ashe** on Thursday, November 7, 2013 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*.

WHO	Ms. Jeanne Moutoussamy-Ashe Belva Davis (veteran TV journalist) Michael Cooke (President, USTA NorCal) Steve Leube (Executive Director, USTA NorCal) Alvin Attles (V.P. and General Manager, Golden State Warriors Basketball) D.A. Abrams (Chief Diversity Officer, USTA) Sada Chidambarham (Chair, Diversity and Inclusion Committee, USTA NorCal)
WHAT	Beyond The Baseline - honoring the legacy of Arthur Ashe and Community Tennis Heroes. 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 - 7:30 pm Invitation Only Cocktail Reception (for invited guests and media) 6:30 pm - 8:00 pm General Cocktail Reception and Fashion Show 8:00 pm - 10:00 pm Program, Awards Ceremony, Fund-a-Need Raffle to benefit community tennis programs supported by the Northern California Tennis Foundation Hors d'oeuvres, no-host cocktails, fashion and entertainment Event Flyer: http://bit.ly/usta-btb
PHOTOS & INFO	http://bit.ly/mDC-ustamedia
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