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FOR IMMEDIATE RELEASE

Maria Cercone Hired as USTA Southern Manager of Junior Tennis

LONG-TIME COACH, COLLEGIATE PLAYER AND USTA VOLUNTEER COMES-RELOCATES FROM FLORIDA

ATLANTA – JANUARY 24, 2017 – USTA Florida Hall of Fame inductee Maria Cercone has been named USTA Southern Manager of Junior Tennis, USTA Southern Executive Director & COO John Callen announced today.

Cercone has made her mark in tennis in Florida as a tennis director at three major tennis clubs since 1990 and as a USTA High Performance Coach. She also has a long-history of service to USTA Florida, including serving as a Vice President from 2000-2004. She was inducted into the USTA Florida Hall of Fame last year.

A native of Argentina who grew up in Largo, Fla., Cercone was a highly-ranked junior in Florida and nationally in the 1970s. While earning a B.A. in English Writing from the University of Pittsburgh, she played tennis at line 1 for four years.



Beginning in 1990, she served as Tennis Director at the Treasure Island Tennis & Yacht Club, the Seminole Lake Racquet Club and, for the last eight years, at the Bardmoor Golf and Tennis Club. Cercone holds a USPTA High Performance, USTA High Performance and USTA Sports Science Levels 1 and 2 certifications. She coached the Florida Junior Fed Cup Girls' 18s team along with Zonal and Mills/Redgrave Challenge teams. Her service to USTA includes being a member of the USTA Player Development, Collegiate and Competitive Youth and Training committees, along with the following USTA Florida posts: Board of Directors, Junior Competitive Council (chair), Collegiate (chair), High Performance (chair), Diversity (chair) Coaches Commission and Nominating committees.

In 1996 she received the 1996 United State Olympic Committee Developmental Coach of the Year. She was twice named as USTA Florida Junior Coach of the Year. Other Florida honors include 2008 Tennis Family of the Year, 1995 Tennis Merit Award, 1995 Tournament of the Year and the 1973 Jimmy Gant Award.

Callen said, "We are extremely happy to have a person of Maria's caliber on our staff. She has served with distinction as a coach and volunteer and brings years of experience in junior tennis to the USTA Southern staff."

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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 Airline US Open Series** linking seven summer tournaments to the US Open. In addition, it owns about 90 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 657,000 members, it invests 100 percent of its proceeds in growing the game. It is divided into 17 sections, of which **USTA Southern** is the largest. The 160,000+ USTA members living in Alabama, Arkansas, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee make up USTA Southern, and account for nearly 25 percent of the total USTA membership. A professional staff housed in Peachtree Corners, Ga., carries out USTA Southern's daily operations, but policy is formed and much of the organization's work is executed via a board and committee structure of more than 200 volunteers. For more information about the types of programs and services offered by USTA Southern, visit www.southerntennis.com.

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