*** FOR IMMEDIATE RELEASE ***

Dolly Mamas Make Debut at New Kent Elementary's Fall Festival

Williamsburg, Virginia (10/23/2026) – QuickStart Children of Virginia (QCV) is pleased to report the Dolly Mamas in New Kent County made their inaugural appearance at New Kent Elementary School's (NKES) Fall Festival to raise awareness about the new Imagination Library program. The program launched in July and already has 609 of the 1,090 eligible children enrolled thanks to the Dolly Mamas' energetic outreach in the community. This early momentum is critical, as Imagination Library participation is strongly correlated with kindergarten readiness. At the event, the Dolly Mamas enrolled children, helped kids make their own bookmarks and gave away free books.









Remle Sherman, Head Dolly Mama in New Kent and kindergarten teacher at NKES, says, "The NKES Dolly Mamas are just a small part of the New Kent Dolly Mamas group, but

we believe that every book placed in a child's hands has the potential to make a big difference right here under the roof of our dear school. As educators, we know the magic that happens when children and families fall in love with reading, and we're proud to help bring that magic into homes throughout our community."

Lynda Harrill, QCV Founder adds, "I remember the day I thought up having 'Dolly Mamas' to complement the activities of the Local Advisory Groups. I had just watched a Savannah Bananas baseball game and thought about their cheerleaders – the Banana Nanas (grandmother cheerleading squad). I thought Imagination Library programs could use 'official' cheerleaders too – joyful ambassadors who make reading fun. The name Dolly Mamas popped into my head, not to be confused with Dalai Lamas. Dolly Mamas are meant to be enthusiastic and full of joy -- engaging kids and families and promoting the fun side of reading while imparting the importance of reading to young children. We hope all Imagination Library programs will have Dolly Mamas one day."



Early childhood literacy is everybody's business and every child's birthright!

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QuickStart Tennis of Central Virginia, Inc. (aka QuickStart Children of Virginia) is an all-volunteer, grassroots Community Tennis Association established in 2009 as a 501(c)(3) charitable organization to promote, develop and grow QuickStart Tennis in Virginia for all beginners, especially underserved and at-risk youth, using the kid-sized QuickStart Tennis format. We leverage the fun of tennis to promote lifelong physical activity, healthy eating/lifestyle habits and a love of reading in the communities we serve. We believe early childhood literacy will help address many socioeconomic problems and produce kids who will succeed in school and in life.

Visit QCV at **www.qscentral.org** and on **Facebook**.

For additional information, contact **quickstartcentral@comcast.net**.

A racquet in every hand! A smile on every face!

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