Sample “Elevator Speech” Describing NYJTL

The mission of New York Junior Tennis & Learning is to develop the character of young people through tennis and education for a lifetime of success on and off the court. NYJTL serves over 75,000 kids per year in under-served communities, caring for them afterschool, providing families free tennis & academics.

Most often it is the first time that students have ever held a racquet, and the skills that they learn on-court with our mentor coaches in teamwork, responsibility, and sportsmanship will provide them with off-court skills for life.