

### Program Serves Up Tennis And Education

(NASPA)—It's not just fun and games at the NASDAQ-100 Open in Miami. The NASDAQ-100 Open is the second largest tennis tournament in the United States and plans to demonstrate its commitment to youth and education, as well as to tennis, by bringing two unique educational programs to center court.

While tennis stars such as Andre Agassi, Andy Roddick, the Williams sisters and Jennifer Capriati battle it out at the 30-acre Tennis Center at Miami's Crandon Park, local students will go head to head in a different competition—the Stock Market Game—at the Ashe-Buchholz Tennis Center. The Ashe-Buchholz Tennis Center in downtown Miami is the national model for First Serve, a U.S. Tennis Association initiative that offers inner-city youth a safe and nurturing after-school environment, which combines academics with tennis.

The NASDAQ-100 Open will introduce young First Serve center participants to the Stock Market Game, operated by the Securities Industry Foundation for Economic Education (SIFEE) and BizTech, an interactive, computer-based business curriculum offered by the National Foundation for Teaching Entrepreneurship (NFTE).

Through the Stock Market Game, students learn about the stock market and how to invest for their future. First Serve children will compete in a special session of the game against their peers by growing the value of their hypothetical stock portfolios.

Meanwhile, other First Serve children will learn about entrepre-



**A new education initiative is helping inner-city youth learn about investing, entrepreneurship and the stock market.**

neurship using the BizTech program. BizTech was originally created for NFTE by Microsoft, a NASDAQ-100 company. Using BizTech, students learn how to start and operate a business, with an emphasis on creating a business plan.

Both SIFEE and NFTE receive grants from the NASDAQ Educational Foundation, which is funded entirely by contributions from The Nasdaq Stock Market, Inc. The NASDAQ Educational Foundation awards about \$2 million in grants annually to schools and educational non-profit organizations like SIFEE and NFTE, which advance financial markets literacy. The NASDAQ Educational Foundation partnered with SIFEE and NFTE for the NASDAQ-100 Open/First Serve initiative from among its many grant recipients because their effective learning programs match well with First Serve's core programming and objectives.