

Bob Brasler Named Winner of Jerry Laroque Award

PHILADELPHIA, PA, December 14, 2010 – Bob Brasler, of East Falls, was honored by Arthur Ashe Youth Tennis and Education (AAYTE) with the Jerome A. Laroque Award, which is presented to the “individual who most embodies Laroques’s love of tennis and vision of helping youth through the game.”

Brasler, who served as a member of the AAYTE Board of Directors for many years and currently is on the AAYTE Advisory Board, was extremely instrumental in the development and construction of the new Arthur Ashe Youth Tennis and Education Complex at 4842 Ridge Ave. in East Falls.

“Throughout his long association with Arthur Ashe Youth Tennis and Education, Bob Brasler has been a proactive contributor in every way possible to further the success, growth and impact of our organization on the youth of the Philadelphia Region,” said Jerry Johnson, President of the AAYTE Board of Directors.

“Everyone at Arthur Ashe Youth Tennis and Education is grateful for the work he has done on our behalf. He certainly warrants this year’s Jerome L. Laroque Award,” Johnson added.

Jerry Laroque, for whom the award is named, was a board member and former president of the Philadelphia Tennis Patrons, a forerunner of AAYTE; president of the Philadelphia Youth Tennis Association from 1982-84; and an active proponent of wheelchair tennis.

Arthur Ashe Youth Tennis and Education is a national model for innovative youth tennis, leadership development, and educational enrichment programs. Providing new opportunities to an at-risk and diverse population, AAYTE delivers first-class tennis instruction, fitness, equipment, tutoring, and life skills to young people ages 4 to 18, the majority of whom come from underserved communities. The Arthur Ashe Youth Tennis and Education Center, 4842 Ridge Ave. in East Falls, is dedicated to serving young people, the only Center of its type in the country. In addition to its programs at the 16-court Center, programs are held in over 45 schools and recreation centers in Philadelphia and Camden, NJ. AAYTE corporate sponsors include, but are not limited to, Campbell Soup, Comcast Family of Companies, PECO, PNC and PRWT. Support also comes from various foundations, government agencies and individuals.



Bob Brasler, of East Falls, is joined by his wife, Sibby, after receiving 2010 Jerold A. Laroque Award.