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Press Release

USAPA and Professional Pickleball Federation Agree to Partnership

PPF and USAPA poised to offer new opportunities for the sports top players

Surprise, Arizona. July 1, 2016: USA Pickleball Association announced today they have agreed to a partnership with the newly formed Professional Pickleball Federation (PPF). The PPF is a new pickleball association designed to provide expanded playing opportunities for pickleball's top players.

PPF is actively pursuing major sponsors who can support what will eventually be a pickleball "pro tour" beginning in 2017. At present, USAPA and PPF officials are in the process of working with a handful of USAPA Regional Tournament Directors in an effort to schedule PPF tour stops at these Regionals beginning next year. "We really see this as a win-win" say USAPA President David Jordan. "There's no need to reinvent the wheel - both organizations think USAPA Regional tournaments are ideal events for integration of the PPF pro circuit".

As news of the PPF organization emerges, USAPA officials are in the process of communicating details of the partnership with all 4.5 and 5.0 rated players along with the association's ambassador corps. and general membership. As USAPA continues the effort to expand the sport among all ages and skill levels, USAPA is looking forward to working with PPF to advance the opportunities for top players. "With the PPF launch, it's important for all players to understand this partnership and know that both organizations are working collectively to develop a long-term relationship that has the best interest of the sport in mind", said USAPA Managing Director of Competition, Christine Barksdale. In addition to the pro circuit next year, PPF President, John Gullo says the organization also has plans to pursue an exhibition program on the east coast. "This will help us further our marketing initiatives and grow our ranks", said Gullo. For more information about PPF, visit their website: <http://www.pbfederation.com>.

ABOUT THE USAPA:

The sport of pickleball is governed by the USA Pickleball Association (USAPA.org), a non-profit 501(c)(3) organization that advocates the growth of pickleball by maintaining the rules and player ratings, promoting the sport through its national network of ambassadors and sanctioning of tournaments. Visit <http://www.usapa.org> or Facebook.com/USAPickleballAssociation. For more information, B-roll or high resolution images, contact Bob Nibarger, USAPA Communications Chair at communications@usapa.org.

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