



# NEWS RELEASE

## FOR IMMEDIATE RELEASE

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## PICKLEBALL CENTRAL TO INTRODUCE CUSTOMIZABLE TOURNAMENT MERCHANDISE AT 2017 USAPA NATIONAL CHAMPIONSHIPS

*Medals, Apparel & Merchandise to be Featured November 4-12 at Palm Creek in Casa Grande, AZ*

SURPRISE, AZ. (October 22, 2017) – As the world’s largest independent company devoted exclusively to the sport of pickleball, [Pickleball Central](#) signed an agreement with the United States Pickleball Association (USAPA) to be a Presidential level sponsor of their National Championships. Pickleball Central is also a long term sponsor of the USAPA for many years. The 2017 USAPA National Championships *presented by Design Pickle* featuring nearly 1,400 players will be held on November 4-12 at the Palm Creek Golf & RV Resort in Casa Grande, Arizona.

Pickleball Central sells and manufactures pickleball equipment and accessories, and partners with many other manufacturers of pickleball equipment to help other companies reach their customers with pickleball products for every level of player from beginner to pro. Pickleball Central also owns [Pickleball, Inc.](#) manufacturers of the Dura pickleball, the original pickleball and official ball of the 2017 USAPA National Championships tournament. At the tournament, Pickleball Central will be introducing custom paddles along with customizable tournament merchandise ranging from medals, apparel, equipment, accessories and much more.

“In addition to supporting the growth of pickleball and helping to develop opportunities for competitive players through affiliation with the USAPA and the National Championships, our participation helps foster partnerships with other companies and individuals in the pickleball industry that in turn help us develop future products and projects that support players, tournament directors and pickleball product developers,” said David Johnson, co-founder and co-owner of Pickleball Central. “We value the relationships we develop with others who are passionate about pickleball and learn from each other as we share our products and services.”

Involvement with the USAPA and the National Championships enables Pickleball Central to benefit from the sport’s development through support of players and other pickleball companies and innovators. Pickleball Central sponsors hundreds of pickleball tournaments every year – local, regional and national – through donation of balls and other products and services.

“As pickleball continues to grow and attract an increasingly broad range of players, we continually expand our product development and product offerings that appeal to all player ages, skill levels and interests,” added Johnson.

For more information on the 2017 USAPA National Championships, visit [www.usapa.org](http://www.usapa.org).

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### **About Pickleball Central**

Founded in 2006, Pickleball Central is the world’s largest independent supplier of pickleball related equipment. The company serves nearly 300 distribution partners, and operates several retail websites that have served over 100,000 customers worldwide. Ranked # 1 in Customer Service for Racquet Sports retailers, the company is a family oriented, privately held company operating in Kent, Washington. Pickleball Central also operates its sister company, Pickleball Station, the Seattle-Tacoma area’s only dedicated indoor pickleball facility. Pickleball Station’s four state-of-the art indoor courts open seven days a week year round. Pickleball Station is the home of the Pickleball Museum and will soon also house the Pickleball Hall Of Fame. Pickle-ball, Inc. manufactures the Dura pickleball ball, the original pickleball and official ball of the USAPA Nationals and hundreds of other pickleball tournaments worldwide. For more information, go to [www.pickleballcentral.com](http://www.pickleballcentral.com).

### **About USAPA**

The United States Pickleball Association, a non-profit 501(c)(3) was established in 2005 to further the advancement of the sport on a national level. As the official governing body of pickleball in the United States, the USAPA promotes the growth of pickleball by maintaining the rules, setting player ratings, advancing the sport through its national network of @1,600 ambassadors, and sanctioning tournaments. Over the past three years, the USAPA has realized a growth of 325% in its membership. The USAPA is divided into 11 regions across the country with all 50 states being represented. The extensive group of volunteer ambassadors oversees the sport in their respective states. For more information, visit [www.usapa.org](http://www.usapa.org).

