



# NEWS RELEASE

## FOR IMMEDIATE RELEASE

### Contact:

**Drew Wathey** – (602) 570-5291

USAPA Media Relations

**Justin Maloof** – (602) 989-6357

USAPA Executive Director

## FAMILY-OWNED SELKIRK SPORT OF IDAHO ON THE CUTTING EDGE OF PICKLEBALL PADDLE MANUFACTURING

SURPRISE, AZ. (October 21, 2017) – Named for the westernmost range of the Rocky Mountains that straddles the borders of Washington and Idaho and extending north into British Columbia, Selkirk Sport is passionate about the game of pickleball. So passionate in fact that since the company’s inception just three short years ago, the family-owned business that operates out of a 6,000 square foot facility in Hayden, Idaho is consistently on the cutting edge of paddle manufacturing.

Selkirk Sport is a Presidential sponsor of the upcoming 2017 USAPA National Championships. The world’s premier pickleball event will be played on November 4-12 at the Palm Creek RV and Resort in Casa Grande, Arizona.

“Brand exposure for our company and the players on TeamSelkirk is certainly among the key benefits of our partnership with the USAPA. The National Championships represent the biggest stage for our sport, with the best players in the game coming together to compete, and backed by a national audience that comes from the USAPA’s TV partnership with CBS Sports Network,” said Mike Barnes, co-founder of

Selkirk Sport. “The National Championships represent an opportunity to introduce the game to millions of potential new players of all ages, and that will help fuel the growth of the sport.”

All of Selkirk’s pickleball paddles are USAPA-approved for tournament action. The company was the first Pickleball Paddle manufacturer to offer a limited lifetime warranty against manufacturer defects when consumers registered their paddle online with Selkirk. Featuring ten product lines, Selkirk paddles are always evolving as the company plans to unveil new products at the 2017 USAPA National Championship.

“We are launching our highly anticipated Amped paddles at this year's National Championships. The Amped series is a revolution in paddle technology that will change how the game is played. It will be the biggest launch of our company to date, and we anticipate a majority of our Team Selkirk players will be playing the Amped paddle during the National Championships,” added Barnes.

Selkirk’s original line-up of paddles are still going strong. Their 200P Polymer Series Pickleball Paddles along with the best-selling 300A and 300A+ Graphite Series and 200A Composite Series, offer a supreme combination of playing choices, style and quality. Their affordable Ultimate Starter Paddle, the Neo is also extremely popular.

“We are thrilled to be involved in a sport that will prolong everyone’s ability to enjoy athletic competition for as long as possible” said Barnes, who works with his brother Bob, their father Jim and Bob’s father-in-law Russell.

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

####

### **About Selkirk Sport**

Selkirk Sport ([www.selkirk.com](http://www.selkirk.com)), a Made-in-the-USA Manufacturer of Pickleball paddles and accessories, is a family-owned and operated company based in Hayden, Idaho, located in the shadows of its namesake, the Selkirk mountain range. Founded in 2014, Selkirk Sport is born off a passion for sport, as well as the great western outdoor leisure lifestyle that was afforded to the Company’s founders, Rob and Mike Barnes, along with their father Jim, who is Selkirk’s production manager, and Rob’s father-in-law, Russell Heistuman, a professional designer. Backed by the philosophy of always pushing the limits, Selkirk Sport is committed to manufacturing products that deliver the highest performance with unmatched quality and service. As part of their early success, Selkirk Sport was the very first Pickleball manufacturer to offer an unprecedented lifetime warranty on its high-performance products. And, to meet the demands of the game’s premier professionals, the Company developed low-profile edgguards that are lightweight and extremely durable. In just three years, Selkirk Sport has become one of the industry’s fastest growing companies, and their paddles are used by many of the game’s premier players, such as Ty McGuffin, Morgan Evans, Tonja Major and a host of others who are premier players and national/regional champions.

### **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).