



NEWS RELEASE

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2017 USAPA NATIONAL CHAMPIONSHIPS – PICKLEBALL’S PREMIER EVENT SHOWCASES GROWTH OF THE SPORT

Record # of Players to Hit the Courts on November 4-12 in Casa Grande, Arizona

SURPRISE, AZ. (October 30, 2017) – As a sport, pickleball’s humble beginnings have been well-chronicled. In an effort to provide a family activity, co-inventors Joel Pritchard, William Bell and Barney McCallum in 1965 on Bainbridge Island, a short ferry ride from Seattle, originated the concept, developed the game of pickleball and the rest, as they say, is history.

Fast forward now to 2017 and pickleball has nearly 2.5 million players according to the Sports & Fitness Industry Association. The sport’s governing body, United States Pickleball Association (USAPA) has nearly 22,000 members and growing every day. The 2017 USAPA National Championships to be played November 4-12 at Palm Creek Golf & RV Resort has attracted nearly 1,400 participants. When registration

opened up online, all age/skill brackets were filled within 30 minutes. A wait list of over 300 players had to be established. The sport, without question is growing at a feverish pace.

“Interest for this year’s National Championships is at an all-time high and sponsorship dollars are well ahead of last year’s record number,” said Justin Maloof, Executive Director of the USAPA. “There are also currently 5,526 places to play pickleball in the United States and that number grows at a rate of @90 every month.”

The following lists represents the various sponsorship levels and respective companies of the 2017 USAPA National Championships:

Presenting Sponsor

Design Pickle

Presidential Sponsors

Paddletek

Palm Creek Golf & RV Resort

Pickleball Central

PROTEK Pickleball

Selkirk

Masters Sponsors

California Sports Surfaces

Engage Pickleball

Franklin

Gamma Pickleball

Head

Onix

Pickleball Global

Wilson

Executive Sponsors

Baseline Racket Sports

Gear Box Pickleball

Pickleball Revolution

Pickleball Rocks.com

Thorlos

Topp

“Additionally, the growth of our sport is clearly reflected in not only the number of participants in our annual showcase event which grew by nearly 40%, but also in the fact that this year’s tournament will be shown on the CBS Sports Network and be seen by an international audience,” added Maloof.

For more information on the 2017 USAPA National Championships, November 4-12 at the Palm Creek Golf & RV Resort, visit www.usapa.org.

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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.