



FOR IMMEDIATE RELEASE

ESPN3 to Live Broadcast 2018 Margaritaville USA Pickleball National Championships

*ESPN3 to Air Tournament Live from 4-8 p.m. EST Daily, November 8-11;
One-Hour Margaritaville Pickleball Special Premieres November 25 on ESPNEWS*



same network at 1 p.m. EST Saturday, December 22.

Indian Wells, Calif., November 5, 2018 – Margaritaville Holdings today announced a partnership with ESPN, giving fans front row access to tune in to the [2018 Margaritaville USA Pickleball National Championships](#) – regardless of their current latitude. Hosted by tennis legends Luke and Murphy Jensen, the must-see dynamic 1993 French Open Doubles Champions, the live broadcast will air from 4-8 p.m. EST this Thursday, November 8 through Sunday, November 11 on ESPN3. A one-hour special will debut at 3 p.m. EST Sunday, November 25 on ESPNEWS and re-air on the

“We’re thrilled to announce our collaboration with ESPN, making it possible for viewers at home to join in on all of the fun and excitement around this growing sport,” said Tamara Baldanza-Dekker, Margaritaville’s chief marketing officer. “Whether watching at home or experiencing the event in person, spectators are in for a great time. Fins Up, Paddles Up!”

The 2018 Margaritaville USA Pickleball National Championships – which has drawn 2,200 players of all ages and skill levels – is currently being held at the Indian Wells Tennis Garden in partnership with sports and entertainment management company Desert Champions and the United States Pickleball Association (USAPA). Margaritaville is the title sponsor of the premier sanctioned tournament of the USAPA.

Nine days of events include singles, doubles, mixed doubles and professional division matches. The Indian Wells Tennis Garden features 44 match courts as well as a Championship Court, all of which

showcase Margaritaville branding, as will the on-site Shade Pavilion and Bar. Live music, the centerpiece of the Margaritaville brand, will take place each day, along with exciting Margaritaville-inspired activities and promotions. The tournament's livestream will feature the same fun, excitement and surprises, making viewers feel like they are in California in the Margaritaville state of mind.



The tournament successfully kicked off this past Saturday, November 3, with great matches and evening entertainment, followed by a media challenge charity event on Sunday, November 4. The tournament concludes on Sunday, November 11.

Admission to the grounds and to the 44 field courts is free. Tickets to the Championship Court are available for purchase at [USAPickleballNationalChampionships.com](https://usapickleballnationalchampionships.com). Those unable to attend can stream live coverage available on [WatchESPN](#) and the ESPN App. *It should also be noted that the above broadcast schedule is subject to change.*

About Margaritaville

Margaritaville is a global lifestyle brand inspired by the lyrics and lifestyle of singer, songwriter and best-selling author Jimmy Buffett, whose songs evoke a passion for tropical escape and relaxation.

Margaritaville features 15 lodging locations with more than 20 additional projects in the pipeline, three gaming properties and over 60 food and beverage venues including signature concepts such as Margaritaville Restaurant, award-winning JWB Prime Steak and Seafood, 5 o'Clock Somewhere Bar & Grill and LandShark Bar & Grill. More than 20 million travelers every year change their latitude and attitude with a visit to a Margaritaville resort, residential real estate destination, vacation club, vacation home rental or restaurant.

Consumers can also escape everyday through a collection of Margaritaville lifestyle products including apparel, footwear, frozen concoction makers, home décor, a satellite radio station and more. Additionally, the brand's food, beverage and spirits lines – including Margaritaville tequilas, rums, LandShark Lager and a new bestselling cookbook – deliver authentic, tropical escapism to fans around the world. Margaritaville, a state of mind since 1977.

About ESPN

ESPN, the world's leading sports entertainment enterprise, features more than 50 assets – eight U.S. television networks, direct-to-consumer ESPN+, ESPN Radio, ESPN.com, ESPN International, ESPN The Magazine and more. ESPN is 80 percent owned by ABC, Inc. (an indirect subsidiary of The Walt Disney Company) and 20 percent by Hearst.

Editor's Note: Media wishing to obtain credentials to attend the 2018 Margaritaville USA Pickleball National Championships can apply here: <https://usapickleballnationalchampionships.com/media-contact/>.

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