



Margaritaville USA Pickleball National Championships Welcome Pickleball Central, Selkirk Sport, City of Indian Wells and HEAD as Event Partners

HEAD, Dura, Douglas Equipment Named Official Equipment Providers

Indian Wells, Calif., October 12, 2018 – The 2018 Margaritaville USA Pickleball National Championships – to be held at the Indian Wells Tennis Garden November 3-11, 2018 – has announced Pickleball Central, Selkirk Sport, the City of Indian Wells and HEAD as Platinum Partners. The Championship is a premier event sanctioned by the United States Pickleball Association (USAPA) and is organized by sports and entertainment management company Desert Champions LLC.

Pickleball Central, the one-stop shop for pickleball equipment, clothes and accessories, will occupy a large retail tent on-site where fans can choose from a variety of pickleball equipment, including the Official Ball of the tournament, the Dura Fast 40. Selkirk Sport, an industry leader in high-performance pickleball paddles, will also have an on-site presence for the Championship. The City of Indian Wells has joined the roster of Platinum Partners for the event as the host city.

Platinum sponsor HEAD will promote its designation as the Official Paddle, with the specially-designed Margaritaville Pickleball Paddle by HEAD. Douglas Equipment has been named the Official Net Provider.

“We are excited to have these world-class partners on-board to make the Margaritaville USA Pickleball National Championships a truly spectacular experience for fans and players alike,” said Steve Birdwell, Chief Operating Officer of Desert Champions.

Gold Sponsors of the Championship include Mueller Sports Medicine, Nutrient, Franklin Pickleball and Honda.

The event is expected to draw in more than 2,500 participants from across the country and will feature an array of daily live entertainment, food and concessions and exciting pickleball action. On-site exhibitors will include Wilson, HiDOW and Gamma Pickleball.

Admission to the grounds and to the 44 field courts is free. Tickets to the Championship Court are now available at USAPickleballNationals.com.

About Desert Champions

Desert Champions LLC manages and operates a curated selection of sports and entertainment events and properties, the largest of which is the BNP Paribas Open, held annually at the Indian Wells Tennis Garden. In addition to hosting this prestigious sporting event, Desert Champions manages the Garden Jam Music Festival, Easter Bowl, the Oracle Challenger Series and the USA Pickleball National Championships. For more information, visit desertchampions.com.



About USA Pickleball Association (USAPA)

The USA Pickleball Association (USAPA) is a nonprofit 501(c)(3) corporation and is the governing body for the sport of pickleball in the U.S. USAPA is committed to advancing the growth of pickleball among players of all ages and characteristics. It will continue to provide the infrastructure for the development of the sport through promulgation of official rules, sponsoring and sanctioning tournaments and clinics, ranking players, communicating with its members, training of all levels of players, and otherwise promoting pickleball. For more information, visit usapa.org

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 14 lodging locations with more than 20 additional projects in the pipeline, four 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.

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