



NEWS RELEASE

USA PICKLEBALL ASSOCIATION

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USA PICKLEBALL NAMES GEORGE BAUERNFEIND AS MANAGING DIRECTOR OF MARKETING AND COMMUNICATIONS

SURPRISE, Az. (September 9, 2019) – The USA Pickleball Association (USAPA) has recently added another member to its leadership team and growing list of staff personnel. George Bauernfeind will be the governing body’s Managing Director of Marketing and Communications.

In his new position with the organization, Bauernfeind will lead USA Pickleball’s Marketing, Communications and Business Development department with a focus on building and executing a comprehensive marketing and brand strategy to broaden the reach, build the brand, drive increased membership and grow the sport of pickleball. This also includes efforts to grow digital and social media engagement with members, pickleball participants and sports fans. He will also lead targeted media plans across all channels that highlight USA Pickleball’s key strategic initiatives and events, including the National Championships, the Regional Tournaments, junior programs and recreational play.

“I’m excited about the tremendous opportunity to help aid USA Pickleball’s explosive growth through an integrated marketing, communication and sponsorship agenda,” said Bauernfeind. Prior to joining USA Pickleball, George was Head of Marketing, Olympic & Paralympic Programs for BP America, a Team USA partner through the London, Sochi and Rio Games. During his leadership, they built from the ground up a fan base and social following of more than 400,000 for @BPTeamUSA channels. He also implemented several multi-channel, integrated marketing, brand and digital campaigns that increased revenue; and created, planned and managed 300+ events and experiential programs, driving a big increase in attendance, receiving “experience of a lifetime” customer

feedback and an 'outstanding' rating from internal teams. BP's leadership and support for the Paralympics and communities earned the team the 'Amazing Impact' Award from the U.S. Olympic Committee.

Most recently, Bauernfeind built a start-up content business at TFA Productions and was Executive Producer of the film *Empty Net* about Team USA's Paralympic hockey team, who won Gold in dramatic fashion at the Pyeongchang Games despite many obstacles on their journey. It premiered on NBC Sports after Game 4 of the 2018 Stanley Cup Finals and is currently streaming on Amazon Prime.

George is also currently a member of USA Triathlon's Marketing Board, promoting the growth and development of triathlon, serving as a sport ambassador, and providing leadership support of the Marketing and Sponsorship agenda to drive brand, fans, reach and sponsors.

"USAPA is extremely fortunate to have a person of George's expertise and professionalism leading our marketing and communications efforts," said USAPA Executive Director, Justin Maloof. "The Olympic initiatives he spearheaded as a high-level executive will certainly provide us with a targeted approach as we position USAPA for substantial growth in the immediate future. He brings a great deal of enthusiasm and will certainly continue to elevate pickleball to the next level. I couldn't be happier to have him join our team."

Bauernfeind was introduced to pickleball 6 years ago, "It's a fun, social activity that is easy to learn and people of all ages can play." Since sharing with family and friends, George says everyone seems to have a pickleball story. "I constantly hear friends say they are now playing or their kids are playing in school or that their club just added pickleball courts. It's really amazing." Bauernfeind earned his undergraduate degree from Indiana University's Kelley School of Business and a Masters of Business Administration from Bellarmine University in Louisville, KY. He is married to Susie, his college sweetheart and they have two young adult sons, John and Zach.

For more information on USAPA Pickleball, 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 @1,800 ambassadors, and sanctioning tournaments. Over the past five years, the USAPA has realized a growth of 650% in its membership

which now totals @34,000. 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.