



NEWS RELEASE

USA PICKLEBALL ASSOCIATION

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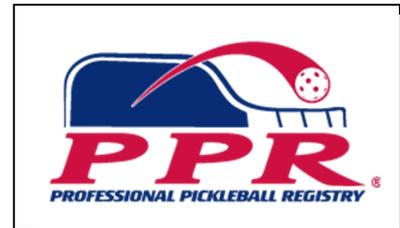
USAPA Media Relations

USAPA and PPR Form Strategic Alliance to Grow the Sport of Pickleball

New PTR Subsidiary to be the Official Education and Certification Partner

SURPRISE, Az. (June 5, 2018) – USA Pickleball (USAPA) is pleased to announce a new multi-year agreement with the Professional Pickleball Registry (PPR). PPR, the newly formed subsidiary of Professional Tennis Registry (PTR), will become the Official Education and Certification Partner of USAPA. The new partnership is a tremendous benefit to thousands of PTR coaches and others who want to add or enhance their coaching skills and become certified in pickleball.

“This agreement with PTR/PPR is the continuation of USAPA’s goal of expanding its list of strategic partnerships, all designed to effectively position pickleball on the global stage,” said USAPA Executive Director, Justin Maloof. “PTR has a storied 40+ year history of high-level tennis training both here in the US and internationally. Not only have they patterned their pickleball program after their successful tennis model but they have demonstrated a desire and willingness to work directly with USAPA and incorporate us in the planning and development process.”



Many joint ventures are already planned between USAPA and PPR. One example is a new option for USAPA Ambassadors who will be able to participate in a specially created PPR program to improve their coaching skills. PPR’s curriculum and certification are being professionally designed by five-time USAPA National Champion and two-time US Open Pickleball Champion and PTR/USAPA member, Sarah Ansboury.

As a proud USAPA and PTR/PPR member, I am thrilled to play a key role in this exciting new partnership, said Sarah Ansbury, who will serve as PPR's educational consultant and lead clinician for pickleball related activities. "I am excited to create educational curriculum and videos to further the knowledge of those teaching pickleball. I look forward to traveling the USA and around the world to conduct PPR training and certification workshops!"

PPR will begin serving members on June 21. As an introductory offer, coaches who join PPR before the end of June will get a FREE summer of PPR membership. Pilot certification workshops begin June 21. PPR certification workshops for adults and ambassadors will officially begin on September 1.

"PPR is excited to be working with USAPA. USAPA is a progressive organization that has helped turn pickleball into one of the fastest growing sport in America. It is a natural partnership because many PTR members have begun, or are strongly considering, adding pickleball instruction and programming," said Dan Santorum, PTR CEO. "As a professional membership organization, it's important to provide PTR members with all the tools they need to do their jobs better, to better serve their students/employers, and to improve the overall health of both sports."

PPR and USAPA both see pickleball as a complimentary sport for tennis, as it is already providing a significant boost to the racquet sports industry. A common goal is to not lose aging tennis players to sports that do not benefit the majority of our industry. Tennis manufacturers, facilities/clubs, court builders and coaches are benefitting from the rapid growth of pickleball.

Visit www.usapa.org for more information and updates regarding the new PPR coaching certification and ambassador training opportunities.

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About PPR

PPR is a subsidiary of Professional Tennis Registry, the largest global organization of tennis teaching professionals and coaches with nearly 16,500 members in 125 countries. PPR is dedicated to educating, certifying and serving pickleball pros and coaches around the world in order to grow the game.

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 @1,700 ambassadors, and sanctioning tournaments. Over the past five years, the USAPA has realized a growth of 480% 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.