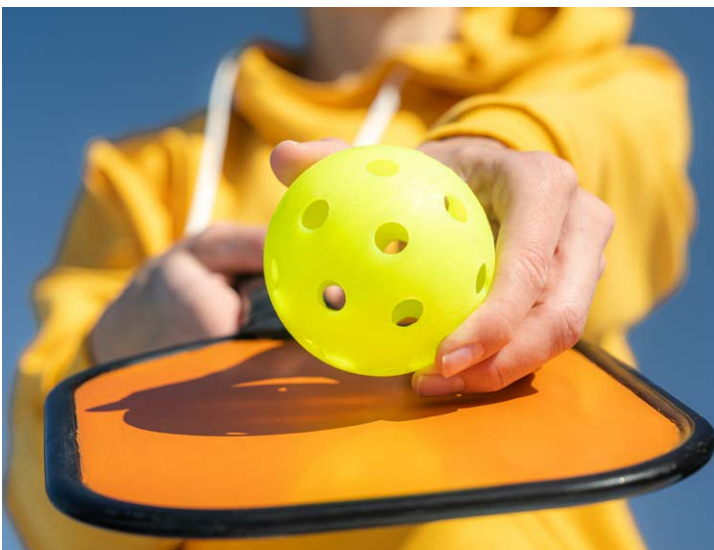




The Hottest New Court Sport: Pickleball!

Court sports have been around since 1875. Tennis is typically the first thing we think about and up until now has been the go-to sport for many people wanting either a recreational activity to participate in or for the more serious fitness enthusiast a competitive sport to participate in well into their senior years. However, the hottest new trend is pickleball!

According to a 2022 report from Sports and Fitness Industry Association, there are almost 5 million pickleball players in the US. With 40% growth since 2019, Pickleball owns the title of America's fastest growing sport.



A combination of tennis, Ping-Pong and badminton, pickleball is ideal for 55+ and the under 24 segments and everyone in between primarily because almost anyone can play. The game is slower paced because you are hitting a wiffle ball, the shorter paddle is easy to handle, and the underhand serve is easier to hit & return. In addition, the court is smaller so there's less ground to cover and most people play doubles. It can be played indoors or outdoors, standing or in a wheelchair. You can make your own court in your driveway or cul-de-sac making the cost to get started very affordable. Sidewalk chalk or tape, a portable net, 2 paddles and 4 balls and you're ready to get started easily for less than \$70.

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It's a good workout. Compared to other fitness activities, pickleball qualifies as moderate activities equal to hiking, yoga, and water aerobics and burning on average 354 calories per hour. It's great for hand-eye coordination, neuromuscular coordination, agility, and even the core since there's rotation involved, along with upper and lower body movements. You can choose to play with more intensity, or not by playing singles versus doubles, or doing drills versus playing a game.



“ No doubt, pickleball is trending as the hot new court sport. ”

For many, a huge barrier to fitness is the motivation that comes with social interaction. Because physical activity tends to decrease with age, finding an activity that’s fun and keeps you coming back is essential to improving your well-being and it happens largely because pickleball is social, easy to learn, and fun. So fun, in fact, that it doesn’t even feel like exercise!

Want to build one in your backyard? For just over \$9K you can make it happen. Pickleball is a family thing, and a social thing, inclusive and friendly. Of course there are both casual players and players that are more competitive. In fact, the USA Pickleball Association (USAPickleball.org), is the governing body for the sport and maintains the rules, promotes the sport, sanctions tournaments, and provides player ratings for the serious competitors.. For more information, go to usapickleball.org and visit places2play.org for a comprehensive list of places to play including senior residence communities, YMCAs, local community recreation centers, schools and parks. This hot new sport even offers USA youth program providers help with pickleball programs, Official Pickleball Club Memberships offer lots of benefits to its pickleball members, and Community Grant Programs and High School Grant Programs are also available.

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No doubt, pickleball is trending as the hot new court sport. Give it a try and you’ll soon discover what all the fuss is about. To keep in the know about all things pickleball, you can like and follow @USAPickleball Social Media on Facebook, Instagram, Twitter, and TikTok.