



WORLD PICKLEBALL DAY

OVERVIEW



Objective:

Establish pickleball as a game that is played across the world and not just North America.

Goals:

1. Expose the game to new prospect players (goal 10,000 for first year)
 2. Grow the number of players worldwide
- Use as an opportunity for every pickleball venue to attract new players and to hold events designed to raise the profile of pickleball worldwide.