



World Pickleball Day Playbook

Ideas from around the world on how to use
10.10.21 to grow pickleball at grassroots

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Introduction

The objective of World Pickleball Day was to establish pickleball as a game that is played across the world and not just North America.

World Pickleball Day was conceived before the covid-19 pandemic happened. Despite the pandemic, we consider it a huge success with 26 participating countries. In 2021 we would like to see that number grow significantly.

Page 10 features the data we collected for 2020 so that we could assess the impact of World Pickleball Day. We will use this data as our baseline for 2021 – the numbers to smash with your help!

Our 7 World Pickleball Day sponsors donated \$100k worth of paddles and balls for distribution by WPF and the equipment has made its way to 15 countries.



Covid-19 is still with us and different countries have handled it in different ways. We are hoping that there are enough ideas in this playbook that it doesn't stop countries making World Pickleball Day a great success in 2021. Whatever you do for World Pickleball Day please ensure you follow all local health directives. Have fun and stay safe.

Help Grow Pickleball



rif@worldpickleballfederation.org

WPF is committed to help grow pickleball across the world, which is why the first initiative we launched was World Pickleball Day. A day designed to increase awareness of pickleball and introduce the game to new players globally. This was our first grass roots initiative giving federations, clubs and players access to a tool-box of materials to promote and manage World Pickleball Day locally.

We had a goal to attract 10,000 new players to the game from World Pickleball Day. We are not sure how we did against this goal because we haven't been able to track that data. We have however managed to track a lot of data and you can see our impact assessment of 2020 World Pickleball Day on page 10.

Obviously covid-19 impacted many countries ability to do taster sessions – impossible if you are in lock down. It may well be that covid-19 will impact some countries in 2021, we can only hope that with the roll out of vaccines that life starts to get back to normal in time for 10th October this year.

This Playbook is designed to give you some ideas on what you can do to promote pickleball, based on real events that took place in 2020. We look forward to finding out how inventive countries, clubs and players can be this year. What will you do on World Pickleball Day?

Sincerely,

Rif

What is World Pickleball Day?

A day designed to increase awareness of pickleball and introduce the game to new players, globally.

Pickleball was invented on Bainbridge Island, Washington State, USA in 1965 taking elements of table tennis, badminton and tennis. There are estimated to be over 4.2 million players in the USA and the game has been expanding with play introduced in over 55 countries bringing the global number of players to ~5.5 million.

WPF was founded at the end of 2018 to help grow pickleball globally with the end goal of getting the game into the Olympics. WPF now has 27 country federation members, an increase of 9 over the past 12 months. It is fitting that World Pickleball Day was WPF's first initiative to grow pickleball.

World Pickleball Day isn't just for WPF member countries. We are committed to helping non member countries grow pickleball as well and World Pickleball Day is the ideal vehicle.

Every Club in the world is invited to host a taster session to expose new players to the game, promoting the social inclusion and health benefits of the game as well as demonstrating how much fun and how friendly the game is. As World Pickleball Day falls on a Sunday, our tools will reinforce that pickleball is a game for all ages and encourage families to come along to the taster sessions"

We have updated the logo for the day, that can be used on promotional materials and t-shirts. A full tool-box to support the day is detailed on pages 41-44, with embedded links to the materials which you can download.

How can I take part?

Country Associations & Federations

Recognise World Pickleball Day by encouraging your regions and clubs to organise something for the day that will create awareness of pickleball and/or introduce the game to potential players.

You can either use the tool-box items or you could create your own materials (using the World Pickleball Day logo) for use in your country.

Create a countdown to World Pickleball Day, to encourage your members to develop their plans.

Create a summary/round up of the activities that took place in your country – this is then a lovely show case for your members, social media, partners.

Take a look at the case studies and the tool-box items in this playbook – see what inspires you to create your own plans.

It would be fantastic if Associations/Federations could find a way to keep track of the number of new players that are introduced to the game as a result of World Pickleball Day.

How can I take part?

1

ORGANISE AN ACTIVITY/EVENT

The possibilities are endless – a taster session, a fundraising activity, a tournament, a pickleball festival, street pickleball, BBQ and play. It just needs to raise awareness of pickleball or help grow pickleball.

2

TELL US ABOUT YOUR EVENT

Register your event on our website. It is a simple online form and it takes only a few minutes to complete.

3

SPREAD THE WORD

Promote your event via social media, newsletters, posters, flyers, local media. Include #worldpickleballday

4

TRACK INTEREST

Find a way to track interest/sign up for your event. If there is a lot of interest, you might want to increase the number of spaces, e.g. if taster session, hold two or more taster sessions.

5

FOLLOW US

Follow us on social media @WPFPickleballWorldGoverningBody on Facebook, @WorldPickleball1 on Twitter. Tag us and Include #worldpickleballday on your social media postings and websites.

6

TELL US HOW IT WENT

Email karen@worldpickleballfederation.org to tell us how it went and share some pictures. We will include as many in next year's playbook as we can. If you can estimate how many players you introduced to the game as well that would be fantastic!

Top 10 World Pickleball Day Ideas

- **Taster Sessions** Book courts for several hours and split the time into several 1.5-2 hour slots. Make sure you have several people that can help you teach people how to play pickleball. Make sure you set up a welcoming and fun atmosphere to encourage people to come back.
- **Fundraising Tournament** Many clubs need to raise funds for nets and balls. World Pickleball Day is a great reason to set up a fundraising tournament.
- **Pickleball Festival** Book a venue for a whole day or weekend and sell tickets to players to play recreational play. Encourage a fun atmosphere and offer some games within similar ability and others with mixed abilities so that everyone mixes with everyone else. You could also offer a beginners court to teach people to play.
- **Street Pickleball** Get approval from your local authority to set up a net in a public place, chalk a court out and demonstrate the game. Make sure you have some flyers to give out for people to find out more information. Offer people to have a go on the day!
- **BBQ and Play** Set up a social session with food and music and pickleball play. People that see the game being played in a fun setting are likely to want to have a go/find out more!
- **Schedule Exhibition Matches** Get some of your best players to play in exhibition matches in places that has plenty of people passing by.
- **Challenge your club members** to phone one friend (that doesn't play pickleball) and tell them about pickleball and why you love it! Encourage that friend to come along to a taster session. Consider a prize for the person that gets the most friends along.
- **Family Day** Create a family day event, welcoming all ages to try the game with the funny name.
- **Create a Club Ranking** Use the day to get players to play skinny singles to rank players within the club
- **Create an Isolation Buster event** Post covid, some people may feel a bit isolated. Set up an event to attract people that are on their own and get them to try the game and join your club if they take to it.

Our Sponsors

We are extremely grateful to our 2020 World Pickleball Day sponsors who provided \$100,000 worth of paddles and balls for distribution across the world to help grow pickleball.

- Paddletek
- Selkirk
- Franklin
- Gamma
- Onix
- TMPR
- Engage

We are also grateful to Dreamland at Dripping Springs, Texas for hosting professional players and livestreaming their matches on World Pickleball Day.

Some examples of Social Media posts featuring our sponsors.



If you are interested in becoming a 2021 Sponsor, please email rif@worldpickleballfederation.

IMPACT OF 2020 WORLD PICKLEBALL DAY

The target to beat with 2021 World Pickleball Day



Social Media

152,406

Reach

Tracking

11,244

Engagements

>2.2M

Non Social
Media Reach

152,406
SOCIAL
MEDIA
REACH

11,244 SOCIAL
MEDIA
ENGAGEMENTS



26 COUNTRIES

Download requests made from
different 26 countries



2356 DOWNLOADS

**2.2M NON-SOCIAL
MEDIA REACH**

26 COUNTRIES

Measuring mentions
with hashtag
#worldpickleballday

Participating
Countries

Measuring
postings with
#worldpickleb
allday

From WPF
postings
establishing
the
#worldpickle
ballday

Over 40 fulfilled. Over
\$6k in Shipping costs
absorbed by WPF

Donating \$100k
of paddles and
balls. Thank
you!

**399
SIGN UPS**

To download
the World
Pickleball Day
Tool-Box



**2,356
DOWNLOADS**

WPD tools,
including logo,
posters,
banners, e-
book.

**62 Equipment
Requests**

7 Sponsors



2020 Case Studies

Offer free taster sessions

Banners are ideal ways to promote the taster sessions on the day but posters/social media ahead of time will ensure more people see the opportunity..

You can either have one session on the day or you can book in different groups of people for different times during the day if you can have the venue all day!

If you give everyone a warm welcome and encourage them as they learn the game, they are sure to enjoy it and want to find out when and where they can play.

You might want to consider having a 4 week onboarding session for your new players to get them comfortable with the rules and ready to mix in with more experienced players. This way they can also bond as a group and make friends which is one of the great attractions of pickleball.

Chris Mitchell was one of the leaders providing taster sessions in Sussex, England on World Pickleball Day sporting his WPD t-shirt.



2020 Case Studies

Offer free taster sessions

Don't forget to post about the success of your taster sessions and include #worldpickleballday on your posting so that we see it!



2020 Case Studies

Free open play on World Pickleball Day, which has existing players out on the day and also make a point of encouraging new people to try the game.

Don't forget to let local media know about your plans.

The Hamilton pickleball group got their open play day covered by their local tv news.

You can see the report at: https://youtu.be/G84MINC_YMw



Pickleball World Governing Body

October 20, 2020 · 🌐

#WorldPickleballDay 🏓 Hamilton, Ontario.



Jack Olmsted ▶ Pickleball Live Streaming Network

October 12, 2020

CHCH TV News, Hamilton, Ontario, Canada

A local Hamilton group is celebrating #WorldPickleballDay, offering free games today.

Matthew Kawamoto became a professional pickleball player after starting four and a half years ago.

Two years ago, at the 2018 US Open, I took a gold in the 5.0 men's doubles and took home silver and bronze in other categories. Since then, I started playing in the pro category.



YOUTUBE.COM

World Pickleball Day

A local Hamilton group is celebrating World Pickleball Day, offering...

2020 Case Studies

Invite influential people, who may be able to influence decisions on new facilities or funding the painting of lines on courts, along to your taster session.



2020 Case Studies

Consider having a tournament to celebrate World Pickleball Day. China and Brazil are examples of countries that did.



Brazil made unique World Pickleball Day trophies for their tournament

2020 Case Studies

Noosaville is a town and suburb in Noosa in the Shire of Noosa, Queensland, Australia. In the 2016 census, Noosaville had a population of 8,124 people. Noosaville hosted a tournament on World Pickleball Day to celebrate pickleball and demonstrate the sport.

WORLD PICKLEBALL DAY 10.10.20

NOOSA PICKLEBALL TOURNAMENT

Saturday 10 October 2020
Noosa Leisure Centre, Noosaville

Registration 11:00 am Warm Up 11:30 Start Time 12:00

Round Robin Format with Semi Finals & Finals

ENTRY FEE
\$25 / PLAYER
\$17 NLC MEMBERS
Bookings Free but must register details on arrival

Events - Men's Doubles Intermediate
- Men's Doubles Advanced
- Women's Doubles Intermediate
- Women's Doubles Advanced

EVERYONE WELCOME!

Cafe Open
Refreshments Available

Hosted by
NOOSA PICKLEBALL CLUB
www.noosapickleballclub.com

Winners and 3rd Place PRIZES

Tournament Committee reserve the right to vary events depending on entries

Subject to Queensland Health alerts. Coronavirus (COVID-19)

To register send your & partner's full contact details to: susanmcc@noosapickleballclub.com Do sure to include names, email & phone, your desired event: NLC member Yes/No

Payment by direct credit to Noosa Pickleball Club: 8188 484 799 Aus \$167 \$12 500

EngagePickleball **PICKLEBALL**

2020 Case Studies

Montclair Courts, Augusta Georgia had a fun pickleball day and created a fun meme/tiktok style video, throwing pickleballs up in the air.

<https://www.facebook.com/WPFPickleballWorldGoverningBody/videos/481483762809337/>



Pickleball World Governing Body Posted a Video



Published 8 months ago

Montclair Courts, Augusta GA

#WorldPickleballDay celebrations at Montclair Courts in Augusta, GA



2020 Case Studies

Dave Besson told us about the CantaMia Rodeo they put on to celebrate World Pickleball Day. "Our rodeo was a way to introduce new players and work on skill sets in a fun environment.

- Serves: we used various size Hulu hoops with different point values.
- 3rd shot drops. Used various size buckets players tried to hit when working on their drops.
- Dink games where they had to dunk into the kitchen and to wrap it up played regular rules but only to 8 due to size of group.

We love the trophies made out of broken balls!



2020 Case Studies

Brazil celebrated World Pickleball Day with a tournament, music, t-shirts, food and fun. They also captured the day in a video.

 **Pickleball World Governing Body** October 17, 2020 · 🌐

This video from Brasil includes the national anthem and a series of interviews and clips from the Governador Valadares (municipality in the state of Minas Gerais) Pickleball Club World Pickleball Day celebrations.

The club president Antonio (Tony) Coelho thanks everyone for taking part in #WorldPickleballDay celebrations and says that everyone is happy and having a fun time playing Pickleball in such a lovely environment.

He continues by saying that Governador Valadares is to become the Pickleball Capital of Brazil, like Naples in Florida is for the USA. They have the infrastructure and are planting the seed which he hopes will grow in the playing of Pickleball throughout Brazil.

Belle Oliveira, the interviewer from the programme O Dia, talks with several players. Tony then talks about how Pickleball started in Valadares. He says that everything started from scratch but that they now have 300 players, 6 courts a Valadares and four others in the region including in two schools. He also applauds and thanks Janette Davidson, Alessandra Camara and Bobby Teles for their help and encouragement in setting up PB in Valadares.

The interviewer mentions that fact that they have also set up a training school for adult novices and children from the age of 6. Tony mentions that Seymour Rifkin went to Valadares to train and certify two PB coaches and that the school has been named after Janette Davidson. Belle then interviews three young players who have been members of the club for only a few months two of whom have been learning PB at the training school. They are all enjoying playing, consider the club to be a family and encourage more people to join. The video includes clips of winners, trophies and celebrations.

It is clear that Brasil enjoyed World Pickleball Day!

<https://youtu.be/CaSyADkeRmE>



YOUTUBE.COM

Brazil celebrates World Pickleball Day

A series of interviews and clips from the Governador Valadares...

2020 Case Studies

India – Pavan held a World Pickleball Day session for new and existing players. It was also his birthday! We love the use of 'Around the World' game as a warm up exercise and to engage everyone together. You can see the video here: <https://youtu.be/W8r-wUINsc8>

We love the video round up below, in Hindi, which reinforces that World Pickleball Day is an annual event. <https://youtu.be/O5oQluZeH9E>

**Pickleball World Governing Body**
October 16, 2020 · 🌐

Indian players embraced #WorldPickleballDay. Here is an example.

**Manish Rao** ▶ Pickleball India Forum
October 14, 2020

#worldpickleballday

Good effort Vrushali Thakare



WORLD PICKLEBALL DAY SPECIAL

Find out how to GET INVOLVED in a day designed to increase awareness of pickleball

and introduce the game to new players.

HINDI

YOUTUBE.COM

World Pickleball Day Special !! 10.10.20 Celebrated as first ever World Pickleball Day 🎉

2020 Case Studies

This is one of our favourite videos from World Pickleball Day.

<https://youtu.be/czi4lG2sPqw> featuring Miguel Encisco's own music composition 'Pickleball Life'

October 10, 2020 is WORLD PICKLEBALL DAY and the Westlake Athletic Club, in Westlake Village, CA., had OPEN PLAY for all levels. The day was filled with laughter, competition and a wonderful sense of community. The WAC has four beautiful, dedicated [#pickleball](#) courts and they were put to good use today, here's video to prove it. Happy WORLD PICKLEBALL DAY and always PADDLE UP! Coach Miguel [#pickleball](#)




2020 Case Studies

We love how the Australian pickleball community took on board the spirit of World Pickleball Day.

The Australian Pickleball Association took photo/video footage of all the events set up to celebrate World Pickleball Day and made a video to pull it all together. It was an awesome video. You can view it on Facebook:

<https://www.facebook.com/Pickleballaus.org/videos/1486307084892742>

**Pickleball World Governing Body**

Published by Karen Mitchell · October 15, 2020 ·

Have you seen Pickleball Australia's virtual bus tour of their clubs yet? It was generated to celebrate [#WorldPickleballDay](#).



WORLD PICKLEBALL DAY
VIRTUAL ROAD TRIP

0:04 / 2:47

Pickleball Australia Association

October 8, 2020 ·

Just some of the places we play in Australia.
[#WorldPickleballDay](#)

2020 Case Studies

Invite your local media to come along to see what you are doing on World Pickleball Day – they love good news stories. Movement is so important for health so initiatives that help people get active are also attractive. You never know, your club might be featured on local radio like Saskatoon Pickleball in Canada!



2020 Case Studies

Sara Aiken went to a lot of effort to stage a special tournament for World Pickleball Day in the Annapolis Historic District, co-ordinating permit requests amongst other things. The result was first class – check out the video using the link below.

<https://youtu.be/Ob-HNbbqsjE>

Part of what makes this so good is that passers by can see pickleball being played because the street has been closed and courts marked out with chalk lines, showing you can play the game pretty much anywhere!



The 2020 Mayor's Pickleball Cup, held in Annapolis Maryland's Historic District on World Pickleball Day 10-10-2020.

The event took place in 3 locations including the harbour, top of a parking garage and on one of America's oldest streets.

Tournament medalists walked down the street behind a New Orleans style street band called the Naptown Brass Band in the grand finale.

2020 Case Studies

Some players used World Pickleball Day as an opportunity to fit as much pickleball into one day as possible! I personally conducted 4 hours of taster sessions and then had a Special World Pickleball Day Doubles Evening for 4 hours of pickleball!



Pickleball World Governing Body

October 11, 2020 · 🌐

...

Love the use of the globe to signify #WorldPickleballDay.



Gene Click ▸ Pickleball Forum

October 11, 2020

How did you spend your World Pickleball Day?



Gene Click is with Katelyn Click and 21 others.

October 11, 2020

Hey Gene, what did you do on World Pickleball Day?

Well Im glad you asked...

I started my pickling around 8:30am at Kickingbird Pickleball Center with around 100 of my closest friends and played until around 1:30pm. Several of us then had lunch at Ted's Café Escondido.

Made it home to shower and rest for just a bit and then Katelyn and I made the trip back to Kickingbird at 6pm to play some more! Guess what, about another 100 of our closest friends showed up then too!

Not sure my legs will work tomorrow but boy, was today fun!

#WorldPickleballDay

#1M

#growpickleball

2020 Case Studies



Pickleball World Governing Body

October 11, 2020 · 🌐

#WorldPickleballDay

This was the WPD Pickleball celebration in Townsville Australia. Michelle Jones told us that they have only just started the sport in northern Australia and people are loving it!



Tennis Townsville

October 10, 2020



Follow

Pickleball Townsville hosted World Pickleball Day and our first mini-tournament. Our runner ups were Lemme and Matthew, and the victors who took home the Pickleball trophy were Matt and Dan. A great time was had by all - with players all ages from newborn to 83 years young!

2020 Case Studies

Pickleball World Governing Body
October 10, 2020 · 🌐

Love Rajasthan's 4P's = Pledge Play Promote Pickleball. Their cake looks delicious too! #WorldPickleballDay



Rajasthan PickleBall Association
October 10, 2020

Rajasthan Pickleball Association wishing you all Happy World Pickleball Day.

Today we have celebrated World Pickleball Day at Vidhyadhar Nagar Stadium .
It is our privilege that today's our Chief Guest was
Mr. Mahipal Singh Shekhawat
Cammandent CRPF

Guest of honour
Mr. Rajendra Singh Rathore
SAI Dept. Director

Guest of honour
Dr. Bharatraj Sharma
Director Asian Pickleball Federation
President PFI and
President RPA

Mr. Karan Singh Shekhawat
Founder of
• Asian Pickleball Federation
• Pickleball Federation of INDIA
• RAJASTHAN Pickleball Association .

One Friendly match played and cake was cut by our Chief guest.
All the members of RPA were present there.

We saw a number of World Pickleball Cakes produced for the day.

Colourful posters produced too.

2020 Case Studies



The decoration on the cake on the right is made of rice paper.





2020 Case Studies

Manish Rao, one of our Board members celebrated World Pickleball Day at his local courts with a cake, posters and multi-generational play.

 **Pickleball World Governing Body** October 10, 2020 · 🌐

#WorldPickleballDay Wow! ClubMK, Mumbai, India - you went all out to celebrate World Pickleball Day. 🍷🍷🍷

 **Manish Rao** ▸ Pickleball Forum
October 10, 2020



Manish Rao added 15 new photos to the album: #clubmk #worldpickleballday — with Smita Jani and 4 others.
October 10, 2020

Team that Plays together stays together.

#worldpickleballday was celebrated in style at #Clubmk #Mumbai

Junior Pickleball player Vivaan Cut the World Pickleball Theme cake.

We are extremely blessed to have a great Team bonding and Pickleball has made the Bond stronger.

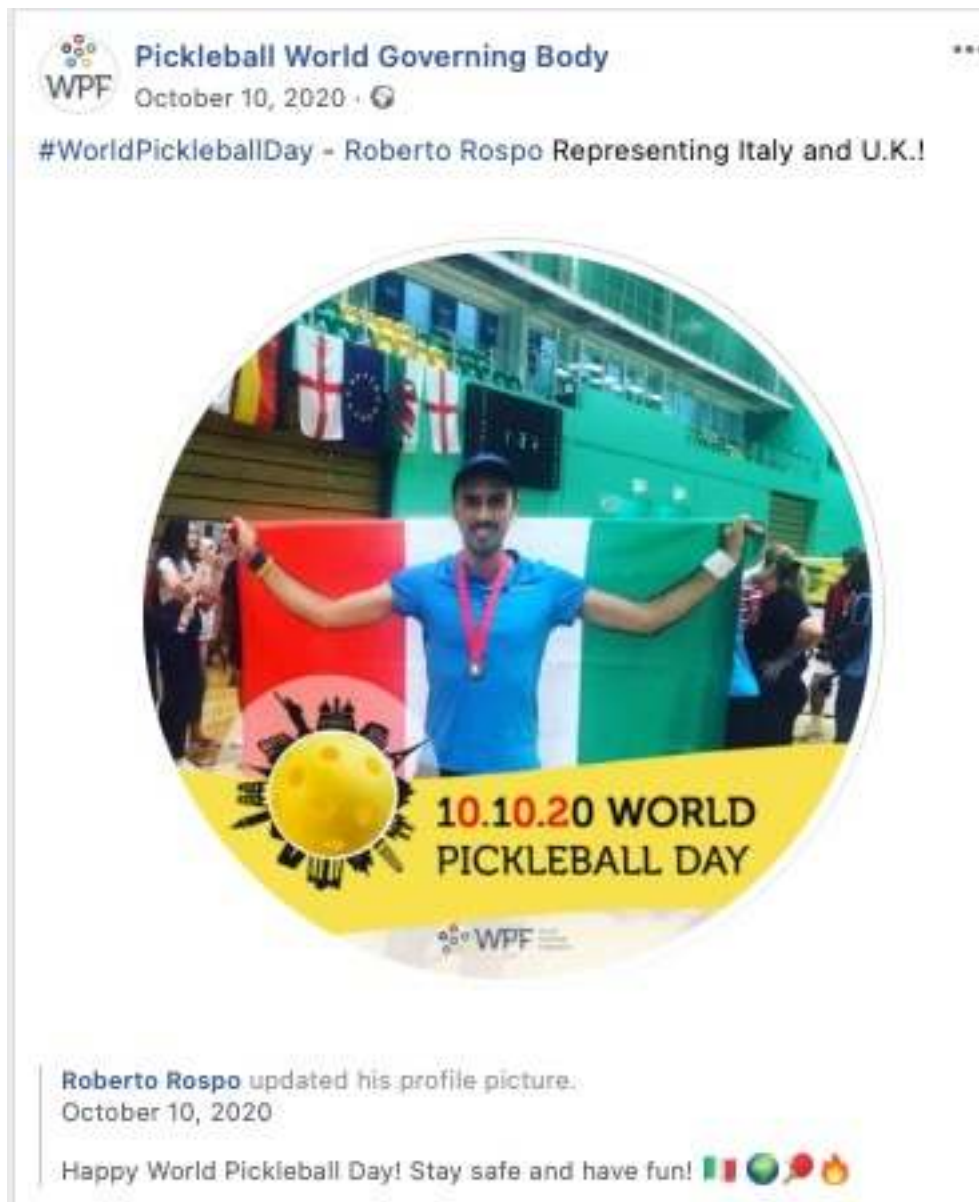
Huge thank you to Geetanjali Shetty Dr-Prabhakar Shetty Ravi Shetty Rajeshree Shetty Samit Korgaonkar Sachin Pathare Abhijit Madbhavi Ashutosh Madbhavi Sachin Mandrekar Sunil Joshi Sanjay Verma Saumitra Korgaonkar Shravan Kumar Kumar being the strenght of the Club.

Every day is a Pickleball Day at ClubMk.

#cheers
#PickleballMumbai
#oneworldpickleball

2020 Case Studies

Any player can get involved by updating their Facebook profile to include the World Pickleball Day Frame you can find the link to the 2021 frame on page 41.



2020 Case Studies

Create awareness of World Pickleball Day. We ran a series of posts showing the World Pickleball Day logo on famous landmarks. Pickleball Canada joined in raising awareness with their own spectacular view. WOW!

**Pickleball World Governing Body**
August 26, 2020 · 🌐

How about this view? We are so glad that Pickleball Canada are participating in World Pickleball Day. #WorldPickleballDay #pickleballforall #pickleball #worldpickleballfederation



Pickleball Canada
August 21, 2020

Mark your calendars! World Pickleball Day is coming this fall!

How will your Pickleball community celebrate?

Pickleball World Governing Body

2020 Case Studies

We ran a series of posts showing the World Pickleball Day logo on famous landmarks. This inspired some English Players to promote pickleball at the famous Blackpool Tower!



Elaine Shallcross is with Jackie Rhodes and 5 others.
October 10, 2020

Hi, folks happy World Pickleball Day. It's been very eventful. As all our events planned for the region had to be cancelled due to the Covid situation in the region. I then got us an invitation for a photo shoot for the top of Blackpool Tower 🤗 I was unfortunately limited in numbers, so I'm sorry, I couldn't ask more people along.

We then went to Blackpool this morning in horrific weather, only for the Tower to be closed due to high winds and adverse weather conditions..just our luck 😞 Haha. Still, we managed a few photos on the promenade, to promote World Pickleball day.

As the theme was famous landmarks, we thought the top of Blackpool Tower to be perfect, as a great PR stunt only to be beaten back at the 11th hour by our northern climate.

It was windy, cold, blustery, a wee bit soggy, but still it was a good laugh and great fun had by all. My thanks to those who were daft enough to come along with my MADCAP idea 🙏 Please share the photos far and wide and attract some further publicity for our wonderful sport, and once more Happy World Pickleball Day xx

2020 Case Studies

Even in lockdown, clubs could celebrate world pickleball day by showing their support on social media.

 **Pickleball World Governing Body**
October 10, 2020 · 🌐

#WorldPickleballDay



Asociación Madrileña De Pickleball - AMPb
October 10, 2020

10-10-2020
Día Mundial del Pickleball
La Asociación Madrileña de Pickleball con el Pickleball Mundial!
#pickleballspain #pickleballmadrid #WorldPickleballDay

10-10-2020
World Pickleball Day
The Madrileña Pickleball Association with World Pickleball!
#pickleballspain #pickleballmadrid #WorldPickleballDay

⚙️ · Rate this translation

Beneficios	Beneficios para la salud
<ul style="list-style-type: none">Es un deporte de forma sencilla y divertida.El Pickleball es muy divertido lo que hará que una vez que lo pruebes no quieras dejar de jugar.	<ul style="list-style-type: none">Salud para el corazón: El ejercicio mejora tu salud, especialmente cuando disfrutas haciendo deporte.
<ul style="list-style-type: none">Fácil de aprender.	<ul style="list-style-type: none">Aumenta tu flexibilidad y equilibrio.
<ul style="list-style-type: none">Es un deporte divertido.	<ul style="list-style-type: none">Mejora tu fuerza muscular: Recuerda calentar antes de jugar y estirar cuando termines.
<ul style="list-style-type: none">Disponible para empezar a jugar, pero muy rápido y competitivo para competir a alto nivel.	<ul style="list-style-type: none">Mejora tu coordinación y habilidad mental: Aprende como contar y seguir la puntuación.Aprende y juega en práctica.

2020 Case Studies

One club in England interviewed their players about why they love pickleball. We love this!

<https://fb.watch/6E9ImMCJsI/>



Pickleball World Governing Body

Published by Karen Mitchell · October 10, 2020 ·



[#WorldPickleballDay](#)

We love this video from a pickleball club in England.

Why we love Pickleball

by Thanet Pickleball Club



0:08 / 2:24



Thanet Pickleball Club

October 10, 2020 ·

Happy World Pickleball Day from Thanet Pickleball Club members!! Here is a video of some of our reasons why we LOVE Pickleball, made for us by [28 Studios](#)! We hope everyone has an amazing World Pickleball Day!

[Pickleball England](#) [World Pickleball Federation](#) [#pickleball](#) [#sport](#) [#worldpickleballday](#) [#pickleballengland](#)

2020 Case Studies

Uday Divakar Dhonde from India decided to design a series of posters celebrating World Pickleball Day. 9 countries and their landmarks were featured. They were beautiful and colourful and when you saw them all together like below, reminded us of postage stamps!



Pickleball World Governing Body

October 10, 2020 · 🌐

...

Happy #WorldPickleballDay!

We hope that everyone will share the pickleball love today. Please include the #WorldPickleballDay on your posts today. We want to measure how many times it is included in posts today.



2020 Case Studies

The UK was between lockdowns on World Pickleball Day and not all venues were open. PickleballEngland decided to engage players and clubs by doing a prize draw. Players got a free entry into the prize draw if they:

- Provided the story of how their pickleball clubs got started
- Made something from broken pickleballs
- Submit a picture inspired by World Pickleball Day
- Submit a video of club players saying what they love most about pickleball
- Submit a story related to you, pickleball and lockdown.

There were lots of submissions.

One individual submitted something for every category!

One of our favourites was the poem below.

It is amazing how talented pickleball players are!

Pickleball World Governing Body
October 4, 2020 · 🌐

#WorldPickleballDay

England are working around covid restrictions to make the most of World Pickleball Day.

UK PICKLEBALL SHOP

PRIZE DRAW:
1 Club Net worth £99
2 Paddles worth >£65
3 Sets of 3 Indoor or outdoor pickleballs

You get ONE entry for each submission of any of the following:

1. Contribution to building history of pickleball in England (see below)
2. Submit a picture of 'artwork' you have made from broken pickleballs
3. Submit a picture inspired by World Pickleball Day
4. Video of you and your club saying what you love most about pickleball
5. Submit a story related to you, pickleball and lockdown.

You can submit your entries via email to info@pickleballengland.org or post to PickleballEngland Facebook page. Make sure you include

To celebrate World Pickleball Day, PBF want to capture the history of pickleball in England.

We are asking every club to help us in heritage to the growth of pickleball in England.

1. Send us a video or pictures that tell the story of how your club started and who started the club. Include names of players, coaches, equipment, water bottles and details.
2. Post the above on our Facebook @WorldPickleballDay

We would like players to think about: Where did you get it from? How much have many paddles have you had since playing?

Every submission, will have their name the World Pickleball Day Prize Draw to kindly donated by the UK Pickleball Shop.

How to UK Pickleball Shop for the prizes for our special PRIZE DRAW!

Go to the UK Pickleball Shop for the prizes for our special PRIZE DRAW!

Get ahead of the competition with HEAD!

With professional paddles, bags and balls are now available to buy from the UK Pickleball Shop.

See a selection of our latest products in the UK Pickleball Shop. We have a range of paddles, bags and balls. We have a range of paddles, bags and balls. We have a range of paddles, bags and balls.

#WorldPickleballDay



A racket sport using plastic balls,
Paddles, kitchens and different rules,
Twelve months ago this sport was new,
But very soon my passion grew,
Three times per week my skills improved,
Then Covid struck, lockdown ensued,
Months passed by, then freedom came,
I could resume my new-found game.
Outside I contend with inclement weather,
Can't wait for sports centres to reopen forever!

Lin Roff, Essex

10.10.20

s to go.
Prize Draw.
o something to gain an entry
rously donated some great
eball-day-p.../

2020 Case Studies

Use World Pickleball Day to invite influential people to your event.

Nepal used World Pickleball Day to invite the Nepal Olympics Committee Secretary to see pickleball being played.

Incidentally, Nepal is our newest member country, bringing our membership total to 28 countries.



Other Ideas

Get creative!

I don't remember the source of this picture but it is a whole lot of pickleball players and balls in action overlaid onto each other. Maybe consider doing something similar for your club or your country's top players.



Other Ideas

Get creative!

Salli Griffith who designed our World Pickleball Day logo, got creative with playmobile characters.



Consider setting some fun challenges for players.
Tony Coelho led the fun in Brazil.

If getting together is not possible on 10.10.21, you could set the challenges to players for them to video themselves doing (so that you can count how many they do without dropping the ball). You could knit the videos together for sharing with all your players.



2021 Tool-box

All our tools from 2020 have been updated with the 2021 logo. Quick links to each item are included on the following pages.

The wider you promote your event, the more successful it will be. Some suggested channels:

- Promote World Pickleball Day on your website. If you create a specific page, be sure to have reference to it on your home page.
- Social Media posts (don't forget to include #worldpickleballday)
- Write an article for your local printed magazines and include an invitation to take part
- Ask your venue to include information on your event in their e-newsletters
- Include information on your event below your email signature block
- Send invitations directly to people on your membership database
- digital screens in public areas
- Display posters in your venue and other local venues visited by potential players, such as shops, libraries, GP surgeries, faith groups and community centres
- send a press release to your local media including newspapers, radio stations, TV stations, local magazines and listings press to let them know about your event.

2021 Tool-box

Update your Facebook profile with the World Pickleball Day Frame (updated for 2021)



To add a frame to your profile picture, follow these steps:

Hover the mouse over your existing profile picture.

...

Click the **Update Profile Picture** button. ...

Select **Add Frame**. ...

Click on any **frame** to see what it will look like on your profile picture. ...

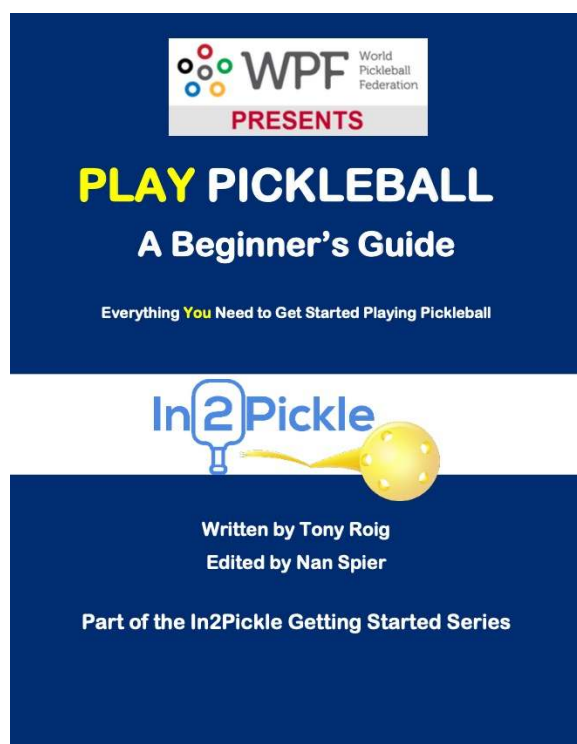
When you're happy with your **frame**, click **Use as Profile Picture**.

[Link to Facebook profile frame](#)

Melissa Carlton (pictured left) from Australia designed this fabulous Facebook frame. If you follow the link above, it will take you straight to the frame.

If you want to add the link to your own website or posting the full link is:

www.facebook.com/profilepicframes/?selected_overlay_id=216970796970707



Federations could consider making a copy of Tony Roig's excellent Play Pickleball, A Beginner's Guide, which he has kindly donated to WPF to distribute to support World Pickleball Day.

[E-book - English](#)

[E-book - Portuguese](#)

[E-book - French](#)

E-book for beginner players

2021 Tool-box



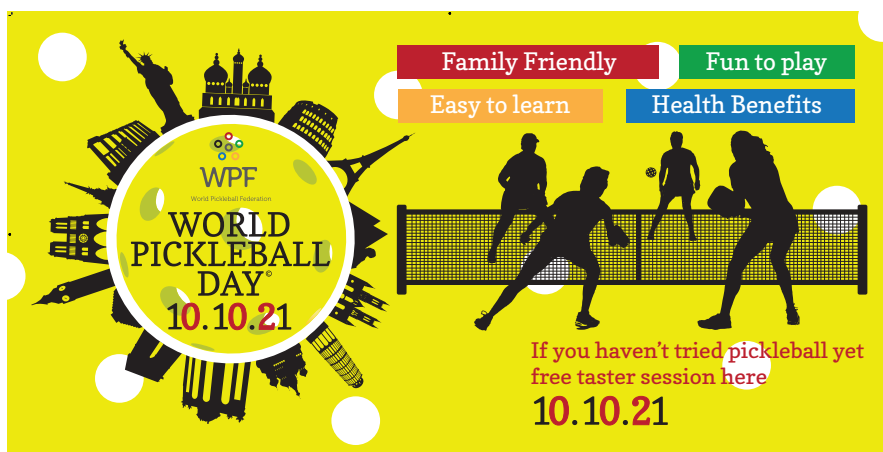
[World Pickleball Day logo](#)



[World Pickleball Day poster](#)

[Spanish](#)

[French](#)



[World Pickleball Day horizontal banner](#)

[Spanish](#)

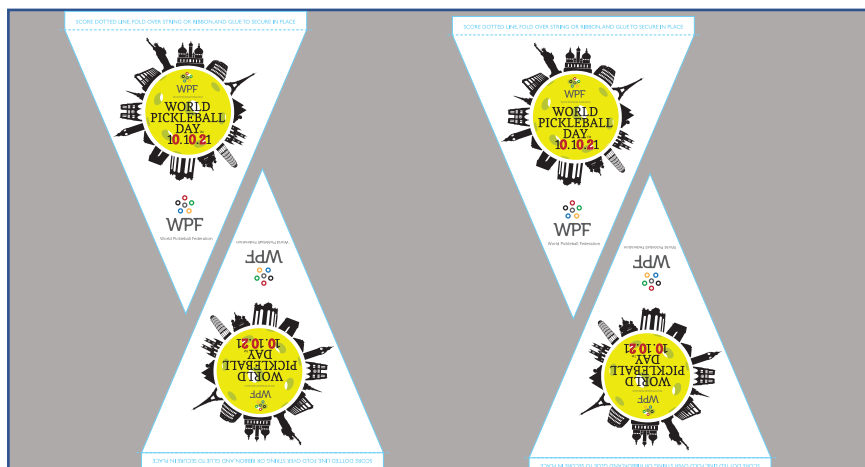
[French](#)



[World Pickleball Day vertical banner](#)

[Spanish](#)

[French](#)

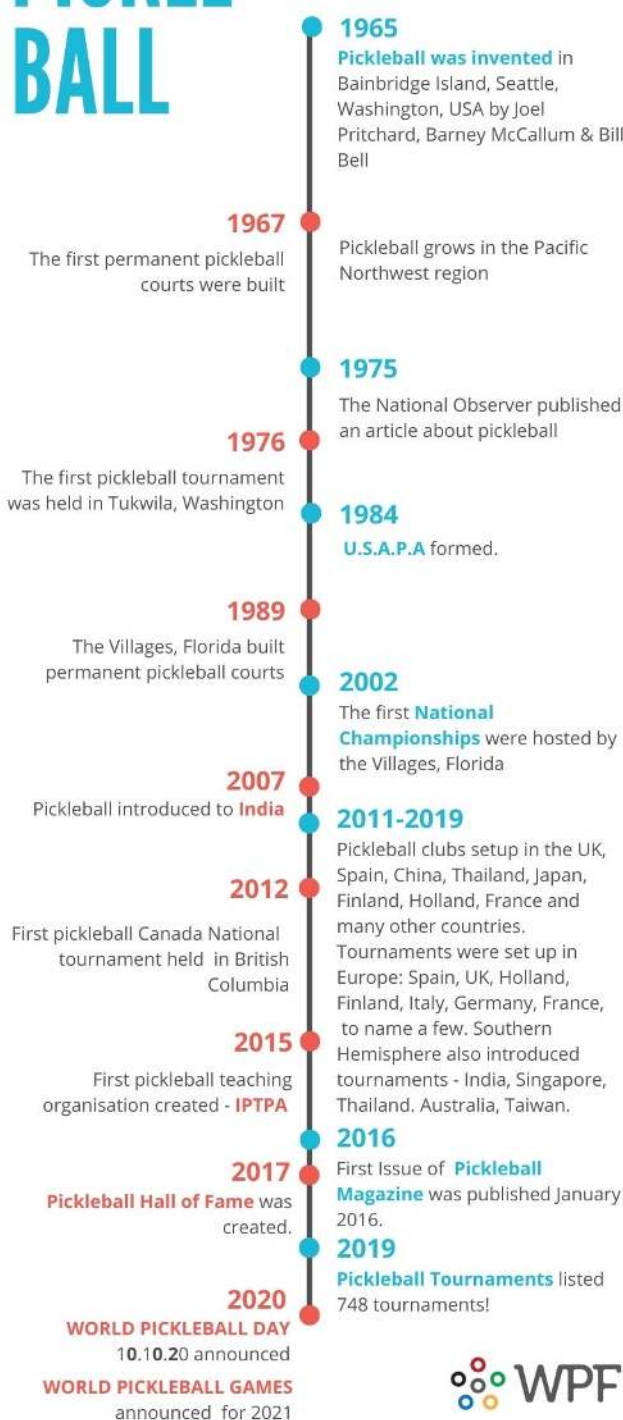


[World Pickleball Day bunting](#)

2021 Tool-box

A BRIEF HISTORY OF PICKLEBALL

Pickleball is the fastest growing sport in the world. Here's a brief history of the game.



[History of Pickleball Infographic.](#)

[Timeline – French](#)

[Timeline - Spanish](#)

Ideal to use with press releases or as part of a media pack.

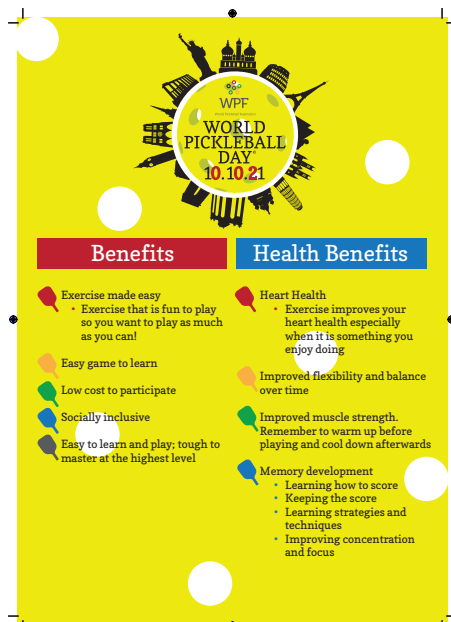


002

**STILL THINKING
ABOUT
PICKLEBALL
EVEN WHEN
READING!**

[Bookmark](#)

2021 Tool-box



[Benefits of pickleball poster](#)

[Benefits of pickleball - Spanish](#)

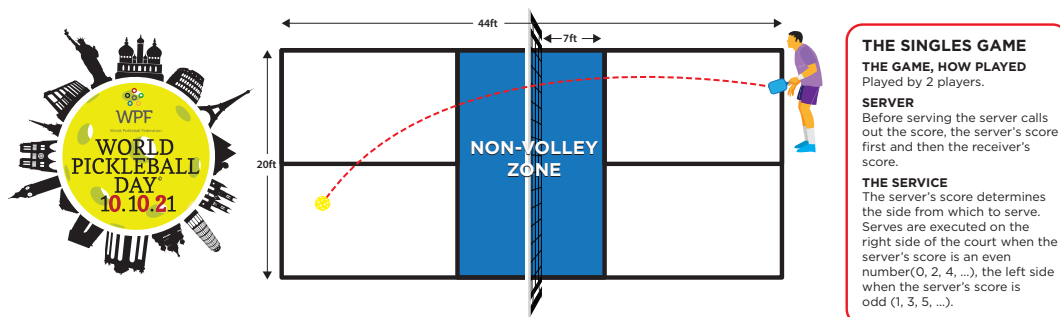
[Benefits of pickleball - French](#)



T-shirt artwork

[White](#) background [Dark](#) background

THE GAME OF PICKLEBALL - BASIC RULES



THE DOUBLES GAME

COURT

Pickleball is played on a court with the same dimensions as a badminton court.

THE GAME, HOW PLAYED

Played by 2 pairs using pickleball paddles and a pickleball ball.

SCORE

A game is usually played up to 11 points and must be won by 2 clear points.

POINTS, HOW SCORED

A point can only be won by the serving player/team. A ball that hits a line is 'in', unlike in squash when a ball hitting a line is 'out'.

SERVICE

Serves are diagonal, like tennis, starting on the right-hand side and alternating.

The serve must

- clear the NON-VOLLEY ZONE (including the non-volley line)
- be played underhand with the paddle below the wrist and below the waist

The server must:

- keep both feet behind the back line when serving (as with tennis)
- serve the ball from the air without being bounced (as with tennis)*
- announce the score before serving, 3 numbers: server's score; receiver's score; server number (1 or 2)

A server gets 1 service attempt.

At the start of a new game only 1 player in a team serves, initially after saying the score 0-0-2. When the service is lost and 'Side Out' occurs, then both players in the opposing pair get to be the server.

*Provisional Rule for 2021: Drop Serve. Server releases the ball from a height and strikes the ball with either a forehand or backhand motion after the ball bounces.

DOUBLE BOUNCE RULE

Each team must play their first shot off of the bounce. That is, the receiving team must let the serve bounce and the serving team must let the return of the serve bounce before playing it. Once these two bounces have occurred, the ball can either be volleyed or played off the bounce.

GENERAL OPEN PLAY

The struck ball, whether volleyed or hit after a single bounce, must cross to the opponents side of the court in the same manner as a tennis shot (i.e. without bouncing on the strikers side of the net or hitting a ceiling etc).

VOLLEYS

Volleys are only allowed when both of the player's feet are behind the non-volley zone line. Also, the point is lost if the volleyer's momentum carries the player into the NON-VOLLEY ZONE after volleying (like running into the tennis net).

www.worldpickleballfederation.org

[Basic Rules handout for World Pickleball Day taster sessions](#)

[Rules handout - French](#)

Get in Touch

We would love to hear what you are planning to do for World Pickleball Day and we would especially like to see your posts of social media. You can help us see them by ensuring you add

#worldpickleballday

@WPFPickleballWorldGoverningBody

to your Facebook and Instagram posts. For Twitter tag us using @WorldPicklebal1

You can also email us at info@worldpickleballfederation.org

Will you make it onto the Pickleball Magazine (see back page) round up this year?

We wish you a very successful 2021 World Pickleball Day and look forward to sharing more case studies for 2022 planning.

World Pickleball Day!

Twenty-six countries participated in the World Pickleball Federation's World Pickleball Day, which took place on October 10. Here's a sampling of photos from around the world.



Produced by Karen Mitchell
on behalf of World Pickleball Federation
July 2021