



## Message from the President Val Vollmin

As we enter a new year, I want to take a moment to express my gratitude for each one of you. It's through the support of our members that helps to shape Pickleball Canada and allows us to continue to grow.

2025 is planning to be an exciting year for Pickleball Canada. Most recently we have announced the location of our National Championships for 2025. The event will be held in Winnipeg, Manitoba from August 19<sup>th</sup> – 24<sup>th</sup>. This is more than just an event—it's a celebration of community, spirit, and the love of the game. We look forward to welcoming athletes from around the country to Winnipeg!

Pickleball Canada has also completed its annual study of pickleball within Canada by contracting a Canadian research firm. Some highlights from the survey include that **over 1.54 million people are currently playing the sport of pickleball across the country!** The largest increase in participation over the past year was within the age group of 35-54. It is exciting to see younger people picking up the sport.

The survey also touched on some barriers Canadians may face when trying to participate in pickleball. The two main obstacles were the lack of information about pickleball (21%) and a shortage of facilities (15%). Pickleball Canada has addressed these challenges by sending out communication strategies over the spring and summer of 2025 with the implementation of an Ambassador program, and has introduced a Facility Task Team, which launched in the fall of 2024 which looks at building informational resources to assist Pickleball Canada members in advocating for the construction of pickleball facilities within their communities.

I look forward to another year of success, growth, and shared achievement. We will be reaching out to our members soon to help us move closer to becoming a funded National Sport Organization.

See you on the courts!

Val Vollmin



**Roses are red, gummies are sweet, treat yourself after a pickleball feat!**

Love is in the air... and so is the perfect dink shot! This Huer Love Mix Bundle Box is the ultimate Valentine's treat for pickleball lovers. Whether you're celebrating a big win or just need a sweet snack between matches, this bundle has everything you need to stay energized and have fun!

Inside, you'll find **delicious gummy favorites** like the exclusive Love Mix, Super Mix, and Sour Neon Worms, Green Frogs, Sour Watermelon Slices and Gummy bears—plus **exclusive stickers** to show off your love for all things sweet!



**Limited-Time Valentine's Offer!**

Use code **PCO15%OFF** at checkout for **15% off** your bundle + **FREE SHIPPING, ALWAYS!**

After all, pickleball is all about fun—and so is candy! Treat yourself or a fellow player to this **sweet victory**. 🍷

**The Huer Foods Team**



## ***Impact Point***

**Mark Renneson**

One of the most important yet often overlooked fundamentals in pickleball is the ability to have a good impact point when hitting the ball. This is true whether you are hitting a drop or dink, a volley or smash, a serve or return. While many factors contribute to shot quality, the impact point (where a player hits the ball relative to their body) can significantly influence the quality and outcome of your play. After all, if you make contact in a comfortable position, it is much easier to control the paddle angle, swing path and swing speed.

A good impact point is typically out in front of your body, between you and the net. Ideally, the contact should be as high as possible, not too far away so that you are overstretching, and not too close, where your swing becomes cramped. Basically, it is the goldilocks rule – not too high, not too low, not too far and not too close.

Why is the impact point so important? For starters, while a perfect impact point doesn't guarantee your shot will go exactly where you want, it makes it far more likely. Having a good impact point allows for better shot disguise (e.g. if your dink and speed up look essentially the same, it will be hard to know which is coming next). When you can make several different types of shots from the same position, you keep your opponents guessing.

Another key benefit is enhanced control and power. Good feel for the ball comes from contacting it at the right spot, where you can use your body most effectively. Power also comes more efficiently when your impact point is solid, reducing the strain it takes to hit the ball hard.

When a shot goes somewhere it isn't supposed to—whether it sails long, falls short, or misses wide—the first question you should ask yourself is, “How was my impact point?” If it was poor, there isn't a whole lot of additional digging you need to do. By analyzing and improving this fundamental element, you'll build a stronger, more consistent game. Great shots start with great contact!

**Mark Renneson** is Tennis Canada's Head of Pickleball Coach Education. He oversees Canada's National Pickleball Instructor Certification Program which is a joint project between Tennis Canada and Pickleball Canada. He can be reached at [mrenneson@tenniscanada.com](mailto:mrenneson@tenniscanada.com)



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## Pickleball Canada is Seeking Ambassadors

Are you enthusiastic, outgoing, and passionate about expanding pickleball? We're looking for dynamic and outgoing individuals who are eager to contribute their time and energy to Pickleball Canada. Whether you're interested in event planning, community outreach, or assisting with our communication efforts, we would love to have you on board!

Key Responsibilities:

- Represent Pickleball Canada organization in their community.
- Assist with social media engagement and content creation.
- Help facilitate communication between different teams and stakeholders.

- Engage with our audience via email, phone, or in person to share updates and promote initiatives.
- Be willing to take active leadership role in their pickleball community.
- Collaborate with other volunteers and staff to ensure smooth and efficient operations.

The Pickleball Canada Ambassador Program is a new initiative that Pickleball Canada is launching to better reach their membership. Pickleball Canada is looking for individuals across Canada to represent their organization in their own pickleball community. This position will be for one full year with a maximum of three years extension.

How to Apply: Please fill out this application form here: <https://form.jotform.com/243395069794270>

Please note all application are due on **Friday, February 21, 2025.**

Any questions can be directed to [info@pickleballcanada.org](mailto:info@pickleballcanada.org)

*Please note this is a volunteer position.*



**Pickleball Canada Announces the Location and Dates of the 2025 Myoflex® Pickleball Canada National Championship**





Pickleball Canada is thrilled to announce that Pickleball Manitoba has been selected to host the 2025 Myoflex® Pickleball Canada National Championship. The event will be held from August 19<sup>th</sup> to 24<sup>th</sup>, 2025 in Winnipeg, Manitoba.

Pickleball Manitoba has had great success with hosting pickleball specific events in the past. Most recently they hosted the 2024 and 2023 Manitoba Provincial Championships, which brought together a number of players from all over the province of Manitoba.

“Today, we’re proud to announce that Winnipeg, Manitoba will be the home for upcoming the 2025 Myoflex® Pickleball Canada National Championship. This is more than just an event—it’s a celebration of community, spirit, and the love of the game. We look forward to welcoming athletes from around the country to Winnipeg,” said Val Vollmin Pickleball Canada President.

Over the course of these five days, it is expected over 700 players from all over Canada will be in attendance to compete. Competition categories will include men’s and women’s doubles, men’s and women’s singles, and mixed doubles. The tournament will follow Pickleball Canada’s sanctioning criteria



## Contributors

Val Vollmin  
Mark Renneson  
Barry Petrachenko  
Elizabeth Werner



## On the Lookout for Contributors

We would love to share your stories, club events, photos, news, etc. Let us know if you have any ideas for content that would serve our membership.

We invite you to contact Elizabeth Werner at

[elizabeth.werner@pickleballcanada.org](mailto:elizabeth.werner@pickleballcanada.org)

***We know you are out there, and we are looking forward to hearing from you!***