



National Pickleball Day Toolkit



NATIONAL PICKLEBALL DAY 2026 JOURNÉE NATIONALE DU PICKLEBALL

Introduction:

National Pickleball Day



Pickleball is the fastest-growing sport in Canada, with over 1.37 million Canadians playing at least once a month. It's a fun, inclusive, and rewarding activity that brings people of all ages together—making it the perfect sport for families to enjoy.

Pickleball Canada is proud to represent more than 80,000 members nationwide, supported by 11 Provincial and Territorial associations. As interest in the game continues to rise across the country, our community keeps growing stronger.

To celebrate this momentum, the second Saturday in August has been officially recognized as National Pickleball Day—a day to honour and promote the sport that connects us all. In 2026, National Pickleball Day will be held on Saturday, August 8.

This toolkit has been created to help you celebrate in your own way. Inside, you'll find logos, frames, and creative ideas to help you spread the word and show your pickleball pride.

We invite you to celebrate National Pickleball Day however it works best for you. Take photos and videos, and share your excitement with your community and with us at Pickleball Canada. Feel free to use logo and frames to help promote your events and activities.

How to Take part



Provincial and Territorial Associations

Recognize National Pickleball Day by encouraging your clubs to organize something on Saturday, August 8 that will create awareness of pickleball and/or introduce the game to potential players. You can use the items included in this toolkit or create your own promotional materials using the National Pickleball Day logo to let your members know August 8 is more than any other day on the courts.

Clubs

Include National Pickleball Day on your club event calendar! If you already have programming scheduled for Saturday, August 9, make sure to spread the word of the special occasion to your members and consider including National Pickleball Day promotion in the planned programming.

If you don't yet have programming planned for National Pickleball Day, consider planning learn-to-play sessions to attract new members in your communities or get your current members together for some fun matches, practices, or skills sessions to celebrate the day.

Here are some ideas of events you could organize in your club or community:

Learn-to-play sessions / Fundraising activity / Tournament / BBQ and play / Bring a friend day / Skills and drills session

How to Take part



Spread the Word

Promote your event via social media, newsletters, posters, flyers, local media, etc. Include #NationalPickleballDay when you post on social media so we can see and share your pictures, videos, and promotions.

Some suggested channels:

- Promote National 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 #NationalPickleballDay)
- Write an article for your local printed magazines and include an invitation to take part
- Ask your facility to include information on your event in their newsletters
- Include information on your event below your email signature block
- Send invitations directly to people on your membership database
- Display posters in your venue and other local venues visited by potential players, such as shops, libraries, gyms, and community centres
- Send a press release to your local media including newspapers, radio stations, and TV stations to let them know about your event

How to Take part



Share with Pickleball Canada

Please share your 2026 National Pickleball Day events, promotions, pictures, and videos, or share any ideas you may have for the 2026 National Pickleball Day. Your story could also be featured in the Pickleball Canada's ! Not only would we love to share your success with our members but knowing what worked well and how many new players you might have introduced to the game will help us grow National Pickleball Day for future years.

Please email us, at info@pickleballcanada.org so that Pickleball Canada can share your stories. Your events or promotions may inspire other clubs in future years to host their own National Pickleball Day events!



National Pickleball Day Highlights



National Pickleball Day 2022

Fredericton, New Brunswick

The Fredericton Pickleball Club celebrated National Pickleball Day with 5 hours of outdoor fun league play in beautiful weather.

Vaudreuil-Dorion, Quebec

The Vaudreuil-Dorion Pickleball Club hosted a successful initiation event with 32 new players registered. The club used four courts to teach new players the game, while on another four courts members demonstrated the sport and paired up with newly initiated players.

Grand Bend, Ontario

One and a half years ago, Dave Tomlinson's group started with 6 players outside on a seldom used municipal basketball court. On National Pickleball Day, 31 attending players spent the day on that same court, now 3 pickleball courts, that had a \$20,000 facelift. The group continues to lobby for more courts, demonstrating the increasing demand for pickleball in their community.

National Pickleball Day Highlights



National Pickleball Day 2023

Powell River, British Columbia

A group which formed in 2020 by Barb Struch who organized a learn-to-play program for seniors in the area hosted a reunion for the group. There were dinking games, court play, two barbecues during this event.

Miltonvale, Prince Edward Island

In Miltonvale they celebrated National Pickleball Day with a fun tournament. There were two categories, recreational and advanced. For a number of the players in the recreational category it was their first-time experiencing tournament play. There was a hotdog/ hamburger barbecue lunch between the categories. It was a good time had by all!

St. Thomas, Ontario

The St. Thomas Pickleball Club posted signs at their outdoor courts inviting any and all to try pickleball. They mixed up club members and non-club players to create the social/fun side of the game.

National Pickleball Day Highlights



National Pickleball Day 2024

Medicine Hat, Alberta

The Medicine Hat Pickleball Club hosted an Under the Lights Play at their club. They started the evening singing O Canada to honour National Pickleball Day. Their President made a few announcements and then they all drew numbers from 1-16 out of a hat. The women drew first in the order that they had signed up. Then the men drew numbers from 1-16 and that is how they determined partners. Play was sportsmanlike but competitive! Everyone brought a shareable snack and a beverage of choice for after the play was done and they had a great 70s and 80s music playlist to make it even more fun.

Alma, Quebec

The Alma Pickleball Club was very proud to participate in National Pickleball Day for the third consecutive year. The team at Alma Pickleball Club initiated around 20 new recruits during the event. They are more than happy to be added to the club's current 350 members.

National Pickleball Day Highlights



National Pickleball Day 2025

Pinawa, Manitoba

Pinawa Manitoba hosted a community connector event in honor of National pickleball day. The Beaujesour pickleball club sent 9 players to participate in the 3 hour event. In total there were 21 players that intermixed players from the 2 clubs to play games. They are hoping that it will be an annual event.

Shediac, New Brunswick

Shediac Pickleball Club Celebrates Canada National Pickleball Day. This year, we took our players on a trip back to 1965 to mark not only Canada's National Pickleball Day, but also the 60th anniversary of the sport's invention. Each player enjoyed a game using classic wooden paddles—just like they did when pickleball first began. We wrapped up the day with a delicious corn boil and other fun games, making it a celebration to remember.

Social Media Materials



For social media, logos and frames provided below can be used on any promotional materials or pictures you share in celebration of National Pickleball Day

While these logos and frames are free to use and included in your promotions, please do not alter the National Pickleball Day logos themselves.

All files can be downloaded [HERE](#)

Social Media Materials



Bilingual Logo



English Logo



French Logo



Social Media Materials



Bilingual Logo



English Logo



French Logo



Social Media Materials



These social media frames can be layered on top of images to give a picture frame effect. A basic photo editing platform will allow you to upload your image and place the frame on top. As the background of the frame is transparent, your image will show through. The frame works best when layered over a square image of a similar size. Many photo editing platforms can be found for free online – we recommend Canva

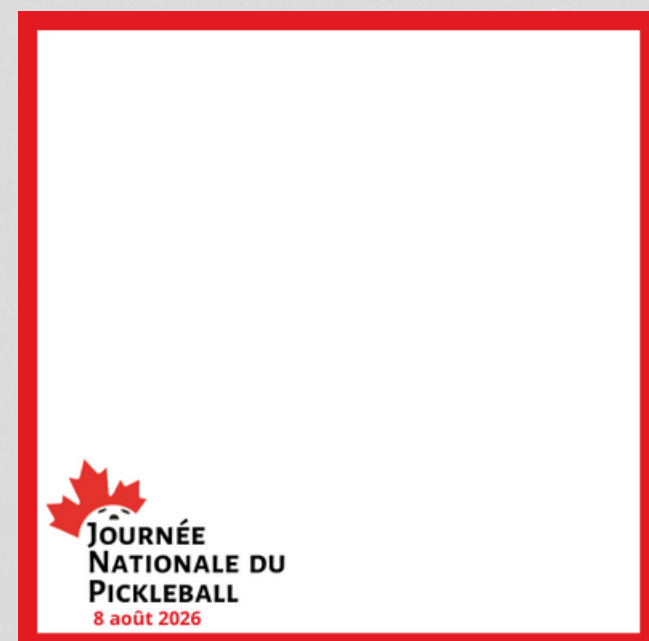
Bilingual



English



French



Social Media Post Samples



Here are a few examples of how you can layer the logos and frames over images to create fun graphics for your social channels.



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