

Pickleball Canada News Updates



Latest Updates from Pickleball Canada

Pickleball Canada Hits 90,000 Members

In November, Pickleball Canada proudly surpassed 90,000 members, continuing the sport's incredible growth nationwide. This milestone builds on last year's total of 80,000 members and 63,147 in 2023, reinforcing the value that players seek from our affiliated clubs and establishing pickleball as Canada's fastest-growing organized sport.

With this growth, members gain access to valuable benefits including insurance coverage, national coaching and officiating pathways, preferred pricing on tournament and programming tools, sanctioned events across the country, and exclusive partner discounts.

Pickleball Canada extends heartfelt thanks to the volunteers, PTSOs, officials, sponsors, and board members whose dedication continues to drive the sport forward.

Franklin

THE #1 BRAND IN PICKLEBALL

OFFICIAL BALL & PADDLE SPONSOR OF:





How can it already be the holiday season. Don't worry, Crank Coffee has got you covered on gifting. Check out the store locator and pick up the perfect gift right near your house! Spread cheer the right way! (Through coffee, of course.)

[Store Locator](#)

Pickleball Canada is focused on delivering Commitments and Desired Outcomes of the Pickleball Canada Strategic Plan. Below is the summary of what has been accomplished since our last report:

Growth

Membership Benefits

Sanctioned Tournament Subsidy Program

Pickleball Canada has officially opened sanctioning applications for the 2026 season. This application process reflects the introduction of Pickleball Canada's new sanctioned tournament tiers, which will guide event classification and support processes moving forward.

These tiers are directly connected to the Subsidy Program, which will continue for the 2026 season to support community-based tournaments and help strengthen tournament development nationwide. The Subsidy Program is designed to increase the number of tournaments available to members and to provide support in maximizing the player experience at those events.

Want to learn more about this program? Reach out to us at tournaments@pickleballcanada.org



Facilities Development

In late 2024, Pickleball Canada established a Facilities Task Team to create a comprehensive Facilities Tool Kit to support members, clubs, and communities in starting facility development projects. Through this work, and in collaboration with Pickleball Canada's partner the Inclusive Place of Pickleball (IPOP), the team developed The Pickleball Canada Facility Guidebook.

This guidebook provides a step-by-step resource to help individuals, associations, and organizations plan and open new pickleball facilities. It addresses key considerations such as whether to lease, buy, or build, and outlines the essential components required to successfully operate a pickleball venue in Canada.

The guidebook is available for free on the Pickleball Canada website under the Resources section.



The holidays are all about connection—on and off the court. From the laughter after a rally to the cheers when you score, hearing every moment makes the game (and the season) better.

If you've noticed changes in your hearing, now's the perfect time to check in. Our holiday offer lets you save up to \$2,100 on advanced hearing aids built for active players like you—comfortable, discreet, and ready for every conversation and match. Start with a free hearing test. If hearing aids are recommended, we'll guide you every step of the way.

[Book your free appointment today and keep the game going strong.](#)

Pathways

Program Support

Officiating

Interested in Becoming a Pickleball Canada Referee/Official?

Are you passionate about pickleball and eager to play a key role in the sport's growth? Pickleball Canada is inviting individuals to take the first step toward becoming an accredited Level 1 official. By submitting your expression of interest, you'll be connected with our team and guided through the next steps on the officiating pathway.

[Submit Your Interest Here](#)

Coach Education

Find a Coaching Course Near You!

Are you ready to help grow the sport of pickleball in your club or community? Pickleball Canada's Coaching Courses are in full swing with locations across the country. Get NCCP certified and start making an impact as a coach in your local area. To learn more about the requirements and to find a course near you, visit: <https://pickleballcanada.org/coaching/pickleball-coach-education/>

If you'd like to receive notifications when new courses are added in your area, you can sign up here: <https://www.pbcoachingadmin.ca/Pub/SignUpPBNotification.aspx>



Sweeten Your Game This Holiday Season With Huer's Pickleball Club Gummies! 🎄🍬

Looking for the perfect gift or stocking stuffer for the pickleball fan in your life? Add some flavour to their holiday season with Huer's Pickleball Club Gummies — the fun, delicious treats shaped like pickleballs and paddles!

If you spotted our gummies at Nationals or Provincial tournaments this summer, that was us spreading a little extra sweetness across the Canadian pickleball community. Now we're bringing that same festive spirit to your holiday celebrations!

Where to Get Your Holiday Gummies

Deck the halls (and stockings!) with Pickleball Club Gummies:

- [Shop on Amazon](#)
- [Shop on HuerFoods.com](#)
- [Or find them in-store with our Product Locator](#)

Whether you're gifting a pickleball-obsessed friend, stuffing stockings for your club members, or treating yourself after a frosty winter rally, these gummies are sure to score big this season.

Stay Sweet All Year Long

Follow us on Instagram [@huerfoods](#) for tasty updates, giveaways, and continued support for Canada's fastest-growing sport — one festive gummy at a time.

**Stay strong - even when
the cold kicks in.**

*Keep building strength, keep finding balance, and
when pain tries to stop you, Myoflex® helps you
move through it.*

MYOFLEX

Cold weather is coming, but that doesn't have to slow you down.

It is the time to get geared up for your winter activities, so don't let pain stop you from enjoying the fun parts!

Whenever you are having pain or sore muscles, reach Myoflex® for help! Myoflex® is a topical pain relief cream that can help to immediately relief the pain, so nothing can stop you from being active this winter!

Learn more about how Myoflex® can help and get 10% off your first order!

***To be sure this product is right for you, always read and follow the label.**

Organization

Pickleball Canada's Ambassador Program

This year marked the launch of our first ever Pickleball Canada Ambassador Program, featuring 17 Ambassadors from across the country who helped introduce fresh communications initiatives and strengthen engagement within the pickleball community. With three active campaigns already underway, our ambassadors are creating fun, engaging social media content that brings our partners and members closer together.

The program is not only boosting visibility for our partners but also giving members exciting new ways to connect with the brands supporting our sport. The momentum and enthusiasm have been incredible, and this is just the beginning. Pickleball Canada will open applications for our 2026 Ambassador Team in early January 2026, so please stay tuned for more information.

👉 For inquiries, reach out to info@pickleballcanada.org



Calgary Winter Cup at The GOOD Games

Pickleball Canada members are invited to be part of something special in Calgary this Winter.

From February 13 to 15, the Calgary Winter Cup at The GOOD Games will bring together Pickleball Canada and PB Alberta for an event that is more than a pickleball tournament. Led by Mike McAninch from the CNPL and Gloria Wipf, this event brings serious pickleball minds, big community energy and a full festival experience together in one place.

You will play great matches, represent your club and then step into a full festival of sport, music and community inside the BMO Centre during Chinook Blast. With courts buzzing all day and a festival atmosphere around you, this is your chance to compete, connect and celebrate everything you love about pickleball.

What players can expect

- Competitive and club level divisions
- A packed festival atmosphere with other sports to watch and explore
- Swag, prizing and special moments across the weekend
- Two massive rooms filled with sport, fans and families

Mark your calendar

February 13 to 15 2026

BMO Centre, Stampede Park, Calgary

Get ready to bring your crew, wear your club colours and be part of the Calgary Winter Cup at The GOOD Games.

Register on [Pickleball.com](https://pickleball.com) or visit <https://thegood.games/>