

## 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
- Communication to all WPF member countries announcing world pickleball day and providing access to a tool-box to maximize the impact to the day.
  - Develop a press pack for WPF and its member countries to leverage
  - Use as an opportunity for every pickleball venue to attract new players and to hold events designed to raise the profile of pickleball worldwide.
  - Encourage non WPF countries to participate too!

