



FOR IMMEDIATE RELEASE

Pickleball Takes Center Stage at the 2023 Asian Games in Dongyen, China

Dongyen, China — In a momentous celebration of sportsmanship and skill, the World Pickleball Federation (WPF) proudly presented a spectacular exhibition at the 2023 Asian Games in Dongyen, a bustling city located several hours outside of Beijing. The event, held at a grand gymnasium adorned with vibrant WPF banners, brought together pickleball enthusiasts and dignitaries from across the globe for an unforgettable day of athleticism and camaraderie.

The WPF team, arriving after a scenic journey from Beijing, was warmly welcomed by a dedicated security team and a mesmerizing giant screen TV displaying an engaging pickleball video, courtesy of WPF. The entire route to the venue was lined with the distinctive WPF banners, setting the stage for an extraordinary experience. As the team entered the gymnasium, they were greeted by an enthusiastic crowd of 900 spectators, eagerly anticipating the thrilling exhibition.

Inside the field house, pickleball posters adorned the walls, creating a vibrant atmosphere. A large staging area and a giant TV monitor above added to the grandeur of the event. Dignitaries from various spheres of influence graced the occasion and delivered inspiring speeches, highlighting the significance of pickleball in the global sports landscape.

Seymour Rifkind (Rif), President of WPF, and Allen Zang, Director of WPF Global Development, took the stage to share the rich history of the sport and shed light on why pickleball has become the fastest growing sport in the United States and several other countries. The exhibition featured exciting matches, showcasing both singles and doubles games, including mixed and like-gender play. The players demonstrated exceptional skill and sportsmanship, captivating the audience with their agility and finesse on the court.

Following the exhibition, spectators were invited onto the court to experience the thrill of pickleball firsthand, guided by our team of skilled players. The infectious energy of the game permeated the venue, creating an atmosphere of joy and enthusiasm.

The event reached a global audience as it was broadcast live to over 600,000 viewers, allowing pickleball enthusiasts from around the world to join in the celebration of this remarkable sport.

The World Pickleball Federation extends its gratitude to the city of Dongyen, the Asian Games organizing committee, and all attendees for their unwavering support. This exhibition not only showcased the incredible talent of pickleball players but also celebrated the spirit of unity and friendship that defines the sport.

About World Pickleball Federation (WPF)

The World Pickleball Federation (WPF) is the international governing body of pickleball and leading global organization dedicated to promoting and developing the sport of pickleball. With a mission to foster inclusivity, sportsmanship, and excellence, WPF organizes events, supports athletes, and spreads the joy of pickleball to enthusiasts worldwide.

Visit our website: <http://www.worldpickleballfederation.org>

