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World Pickleball Federation (WPF) Culminates Asian Games Journey with Grand Finale in Hebi

Hebi, China — The World Pickleball Federation (WPF) concluded its remarkable series of exhibitions at the Asian Games with an unforgettable grand finale held at the prestigious Olympic arena in the city of Hebi. This magnificent stadium, once the backdrop for the Olympic Badminton competition, hosted the WPF's main event, captivating the audience with an unparalleled display of skill, diversity, and sportsmanship.

The atmosphere in the arena was electric, with over 2000 spectators filling the stands and more than 20 cameras capturing every thrilling moment. The event, broadcast nationally with a live feed, attracted an astounding 4.8 million viewers within the first hour, making it the most-watched live event in pickleball history.

The exhibition kicked off with inspiring speeches from dignitaries and representatives from WPF, emphasizing the global appeal and inclusivity of pickleball. Plaques and gifts were presented, recognizing the significance of this historic occasion. The main exhibition featured four exciting matches, showcasing the sport's diversity with categories including Men's and Women's Singles, Men's Doubles, and Mixed Doubles. The matches highlighted the talents of players from various age groups, ranging from junior to senior, illustrating pickleball's universal appeal.

Prior to the exhibition, a brief explanation of the scoring system was provided to the audience. A dedicated play-by-play announcer and MC guided the viewers through the matches, enhancing the experience for both the live audience and the millions of viewers watching nationwide.

Throughout the day, players graciously signed autographs, connecting with the audience and further fostering the sport's popularity in China. The reception from the spectators was overwhelmingly positive, reflecting China's excellence in sports like table tennis, badminton, and tennis. Many attendees enthusiastically joined the players on the court, experiencing the excitement of pickleball firsthand.

President Seymour Rifkind (Rif) expressed his gratitude, saying, "The enthusiasm and support from the people of China have been truly inspiring. Pickleball has found a home here, and we are honored to have been a part of this historic moment. This series of exhibitions has not only showcased the sport's vibrancy but also strengthened the bonds of friendship and understanding between cultures."

The World Pickleball Federation extends heartfelt thanks to the city of Hebi, the Asian Games organizing committee, and the people of China for their warm hospitality and unwavering support. This grand finale marked a triumphant conclusion to the WPF's journey at the Asian Games, leaving a lasting legacy for pickleball enthusiasts around the world.

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: www.worldpickleballfederation.org

