

**FOR IMMEDIATE RELEASE**

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**PICKLEBALL TAKES OVER TOURNAMENT TOWN: GREENSBORO TO HOST FIRST MAJOR COMPETITION**

Registration is open for the national qualifying event

**GREENSBORO, NC** – Pickleball - the nation's fastest-growing sport - is about to make its mark on Tournament Town. From May 28 to June 1, pickleball will take over the Special Events Center with the city's first major event: a USA Pickleball Golden Ticket tournament.

The USA Pickleball Golden Ticket serves as a qualifier for the USA Pickleball National Championship this fall. It is expected to draw top athletes from around the country.

The Greensboro Area Convention & Visitors Bureau invested in portable courts last year, positioning the city as a top pickleball destination.

"We are always looking for the next big thing to help Tournament Town grow and evolve," said Greensboro Area Convention & Visitors Bureau President and CEO Henri Fourrier. "The addition of pickleball to our lineup of championship events is a natural fit. This tournament puts Greensboro on the national stage once again and highlights our commitment to staying ahead of the game in the world of sports tourism."

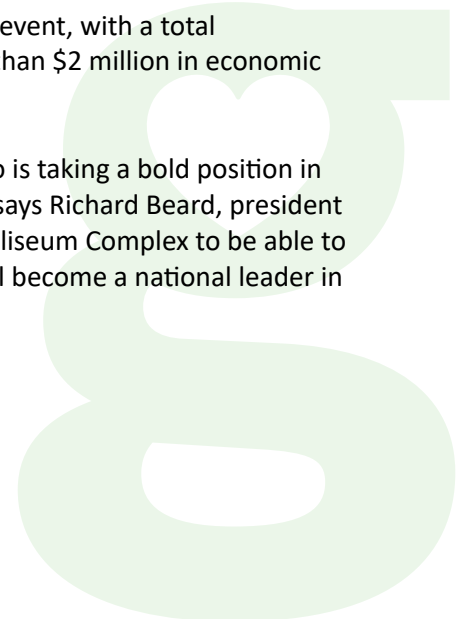
The portable pickleball courts are designed for indoor use, enabling Greensboro to host pickleball year-round, no matter the weather.

"Greensboro has seen tremendous pickleball growth in recent years; Greensboro Coliseum Complex is one of the largest pickleball facilities in the U.S. and we're excited to play there," said Mike Nealy, CEO of USA Pickleball. "Any city known as Tournament Town is where we want to be, and we look forward to welcoming athletes aiming for the national stage."

The Convention & Visitors Bureau expects 1,200 athletes to compete in the event, with a total attendance of 2,500 guests. The tournament is expected to generate more than \$2 million in economic impact for the Greensboro community.

"With pickleball being the fastest growing sport in the US today, Greensboro is taking a bold position in the purchase of these pickleball courts to host these large events indoors," says Richard Beard, president of the Greensboro Sports Foundation. "It also shows the flexibility of our Coliseum Complex to be able to have 32 courts indoors at different times year-round. Tournament Town will become a national leader in pickleball, just like we have done in swimming, soccer, and basketball!"

**You're Welcome.**





## Convention & Visitors Bureau

Everyone is welcome to register and compete, regardless of age or skill level. Sign up now at [usapickleball.org/goldenticket/greensboro/](https://usapickleball.org/goldenticket/greensboro/). The registration deadline is May 18.

### **About the Greensboro Area Convention & Visitors Bureau**

*The Greensboro Area Convention and Visitors Bureau is an independent, non-profit governmental authority whose mission is to aggressively market Greensboro's assets, maximizing economic impact while providing excellent visitor service.*

*Travel and tourism generated nearly \$1.7 billion in Guilford County in 2023, employing more than 11,000 in travel-related jobs, according to "The Economic Impact of Travel on North Carolina Counties" study prepared for Visit North Carolina by Tourism Economics.*

**You're Welcome.**

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