



Eric Engemann
359 Third Street
Baton Rouge, LA 70801
Office: (225) 382-3571
Fax: (225) 346-1253
eric@brasf.com
www.brasf.com

FOR IMMEDIATE RELEASE

USAPA Mid-South Regional Pickleball Tournament set for Baton Rouge

Local group to host 1st of its kind Regional Pickleball event

BATON ROUGE (April 13, 2009) – On the weekend of June 5-7, 2009, the Mid-South Regional Pickleball Tournament Committee will host the Inaugural USA Pickleball Association Mid-South Regional Pickleball Tournament at the ExerFit Gymnasium in Baton Rouge. This regional event is the first of its kind in the USAPA Mid-South Region, which encompasses the states of Texas, Oklahoma, Arkansas, Tennessee, Mississippi and Louisiana. The production of this event is a joint effort by the Baton Rouge Area Sports Foundation, the Louisiana Senior Olympic Games, USAPA, and BREC (East Baton Rouge Parish Park & Recreation Commission); this group of community stakeholders is collaboratively known as the Mid-South Regional Pickleball Tournament Committee. This event is also presented as a part of the 2009 Louisiana Governor's Games.

This event is a USA Pickleball Association sanctioned event. Mixed Doubles and Doubles competitions will take place; Registration for one event is \$25, two events is \$30. A Louisiana Governor's Games t-shirt is included in registration. The initial registration deadline is May 11th; late registration will be accepted until May 25th for an additional \$5 fee. **Please Note: You DO NOT need to be a USAPA member to play in this tournament; however, you do need to be a member for your rating to be listed on the USAPA website.**

-more-

BRASF, 2

Additional tournament information including registration form, tournament details, tournament site information and lodging details is available online at www.brasf.com or by calling the Sports Foundation at 225.382.3571. Online registration is also available at www.active.com.

What is Pickleball?

Pickleball is a fun game that is played on a badminton court with the net lowered to 34 inches at the center. It is played with a perforated plastic baseball (similar to a whiffle ball) and wood or composite paddles. The rules are similar to those of tennis. It is easy for beginners to learn, but can develop into a quick, fast-paced, competitive game for experienced players. Competitive Pickleball is played mostly by seniors and is the fastest growing senior sport in the country. This tournament will feature age groups that include divisions for all participants regardless of age.

Formed in 1994, Baton Rouge Area Sports Foundation is a not-for-profit organization that seeks to create a positive economic impact in the local community by assisting in securing and staging statewide, regional, national and international sporting competitions and special events in the Greater Baton Rouge area. It strives to continually develop the sports industry and solicit members from the community to assist in the pursuit of its mission to make Baton Rouge the amateur sports capitol of the South. **Last year, events supported by the Baton Rouge Area Sports Foundation brought an Estimated Economic Impact of over \$20 million dollars into our community.**

###