

APP Enters New Era, Rebranding as Association of Pickleball Players



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Historic rebrand affirms APP's commitment to inclusivity and providing best-in-class services for pickleball players of all ages and abilities, ranging from elite pros to recreational and amateur players; APP also launches new website that provides a content-driven, interactive, user-friendly experience for all

The APP has officially changed its name today from the Association of Pickleball Professionals to the Association of Pickleball Players, a small but important distinction that reflects the APP's role as a catalyst and steward of pickleball for all players regardless of age or skill level – from the world's elite pros to the tens of millions of amateur and recreational players.

The landmark rebrand was unveiled today at the APP's annual signature event, The Boca Raton APP New York City Open, held at one of the most prestigious venues in sports – the USTA Billie Jean King National Tennis Center in Flushing Meadows.

To strengthen its commitment to being a world-class digital platform for the sport of pickleball worldwide, the APP has also unveiled a new website, live now via **TheAPP.global**. The new website will be content-focused, user-friendly, and powered by the players, with content featuring players of all ages, abilities and backgrounds, with a significant focus on pro players. The APP's new digital home will feature the latest news and information on APP events, compelling content, photos, and statistics on APP players, stories from across the worldwide pickleball landscape, and easy access to merchandise and tickets.

The update to the APP's official name reflects its role as a leader for pickleball's worldwide growth, for all players. In March 2023, the APP revealed its latest round of pickleball participation research, highlighting the incredible ascension of America's fastest growing sport – revealing that 48.3 million American adults have played pickleball at least once in the 12 months ending March 2023. This high-growth group ranges from the elite professionals who compete on the APP Tour and who are regularly featured on ESPN2 and CBS Sports Network, to the tens of thousands of amateurs who

actively compete in tournaments, to recreational players simply playing pickleball for the love of the game. The APP represents one and all.

As the APP grows and develops across the USA and, increasingly, into international markets, the name The Association of Pickleball Players is a true reflection of its commitment to represent everyone who picks up a paddle.

“With the launch of The Association of Pickleball Players, we enter a new era,” commented Ken Herrmann, Founder of the APP. “We are naturally evolving from our roots – founded in tournaments, beloved by all who take part – to this new chapter in our growth and development and want the world to know we are here to serve all players. The future for the APP is very exciting and we’re only just getting started.”

“The Association of Pickleball Players is a powerful proposition, one that points toward the APP’s exciting future,” commented APP Chief Marketing Officer, Tom Webb. “Elite professional and amateur tournaments and competition remain at the heart of our organization, as our new website demonstrates, yet we are firmly reinforcing the APP as a home for all pickleball players.”

“This is the first of what will be a series of innovative, exciting updates from the APP, all driven by our focus on creating the best platforms for pickleball players to compete, to share their love of the game, and to shine a light on what makes pickleball so special.”

About the APP

Founded in 2019, the Association of Pickleball Professionals (APP) elevates the sport of pickleball by providing elite platforms for the best players in the world, right through to the millions of people picking up a paddle for the first time. Serving professional pickleball players, senior professionals, amateurs and recreational players in the fastest growing sport in the USA, the APP is the first and only tour officially sanctioned by USA Pickleball. The 2023 APP Tour slate has 16 tournament stops planned, in addition to International and Collegiate Series events. The APP also prides itself on developing the next generation of champions through its Next Gen Series and other youth initiatives. To stay updated on the APP, visit **theapp.global** and follow us on **[Instagram](#)**, **[Twitter](#)**, **[TikTok](#)**, **[Facebook](#)** and **[LinkedIn](#)**.

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