



**THE TENNIS PROFESSIONALS ASSOCIATION AND PICKLEBALL CANADA  
ANNOUNCE THE PICKLEBALL COACH EDUCATION PROGRAM PARTNERSHIP  
WITH SELKIRK SPORT**

***The two-year deal will further assist Pickleball Canada in promoting the growth of pickleball, from players to coaches, across the nation***

**Toronto, February 8, 2023** — The Tennis Professionals Association (TPA), Pickleball Canada (PCO) and Tennis Canada, announced today a two-year partnership with Selkirk Sport, a world-leading pickleball company focusing on paddle innovation and technology. As of January 1, 2023, Selkirk Sport is the *Official Paddle of the Pickleball Coach Education Program*.

“We are thrilled to announce our collaboration with Selkirk Sport,” said Mark Renneson, the lead of the pickleball program for the TPA. “Pickleball is one of the fastest-growing sports worldwide, and with a market leader like Selkirk Sport by our side, it will only help us grow the game and get more Canadians to go out and pick up a paddle.”

Deanna Christie, the lead of the pickleball program for Pickleball Canada said “This is a great program where coach facilitators and those participating in the courses will receive high quality paddles as they become Canadian certified coaches”.

This partnership with Selkirk Sport marks the first of its kind for the pickleball coach program. In addition to becoming the official paddle supplier, Selkirk Sport will also be providing members with access to online learning tools for pickleball instructors, as well as balls and demo paddles for all Level 1 and 2 Pickleball Instructor Courses.

“As the beginner-friendly sport of pickleball continues to spread rapidly, the opportunity for pickleball coaching is massive”, said Mike Barnes, Co-Founder and Co-CEO of Selkirk Sport. “The TPA, Pickleball Canada, and Tennis Canada are the perfect partners to provide the Canadian pickleball public with premium quality pickleball education and equipment, and we couldn’t be more excited to team up with them.”

As the industry leader, Selkirk pickleball paddles can be found at many pickleball and tennis facilities throughout the United States and Canada. Selkirk is also heavily involved in the professional side of pickleball. Selkirk is represented on the professional tour by a deep roster of top-ranked pickleball professionals. For more information on Selkirk Sport and its products, visit [Selkirk.com](https://www.selkirk.com).

### **About the Tennis Professionals Association**

The Tennis Professionals Association (TPA) is a member-based association devoted to growing the profession of tennis coaching throughout Canada. The TPA was developed by Tennis Canada for Canadian certified instructors, coaches and Club Professionals. Since its inception in 2004, the TPA has grown from 800 members to over 3300. To learn more, go to <https://www.tpacanada.com/>

### **About Pickleball Canada**

Pickleball Canada is the national sport organization that governs, promotes, and leads the development of pickleball in Canada. Its mission is to assist and promote the growth of pickleball as a sport for all levels and ages. Pickleball is the fastest growing sport in North America, with over 1 million Canadians playing. Pickleball Canada has over 46,000 members. To learn more, go to <https://pickleballcanada.org/>

### **About Selkirk Sport**

Selkirk Sport, a Made-in-the-USA Manufacturer of [Pickleball paddles](#) and accessories, is a family-owned and operated company based in Hayden, Idaho, located in the shadows of its namesake, the Selkirk mountain range. Founded in 2014, Selkirk Sport is born off a passion for sport, as well as the great western outdoor leisure lifestyle that was afforded to the Company's founders, Rob and Mike Barnes, along with their father Jim, who is Selkirk's production manager. Backed by the philosophy of always pushing the limits, Selkirk Sport is committed to manufacturing products that deliver the highest performance with unmatched quality and service. As part of their early success, Selkirk Sport was the very first Pickleball manufacturer to offer an unprecedented lifetime warranty on its high-performance products. And, to meet the demands of the game's premier professionals, the Company developed low-profile edgeguards that are lightweight and extremely durable. Selkirk Sport has become one of the industry's fastest growing companies with paddles used by many of the game's premier players, such as Tyson McGuffin, Parris Todd, Dylan Frazier, Mary Brascia, Maggie Brascia, Wesley Gabrielsen, Cammy MacGregor, and a host of others who are premier players and national/regional champions.