



Press Release: Active Blend Becomes the Official Vitamin Sponsor of The Senior Pro Pickleball Tour

Laguna Beach, CA, October 2024 — Active Blend, a leading brand in the premium vitamin and supplement market, is proud to announce an exciting new partnership with The Senior Pro Pickleball Tour (SPPT). As the official vitamin sponsor of the tour, Active Blend is eager to support the rapidly growing senior pickleball community by providing athletes with the highest-quality supplements designed to enhance performance, recovery, and overall well-being.

The Senior Pro Pickleball Tour represents the pinnacle of competitive play for athletes aged 50 and over, showcasing some of the best players in the world. Active Blend shares in the passion and dedication these athletes demonstrate, and this partnership highlights the brand's commitment to promoting health, wellness, and active living at every stage of life.

"We could not be more excited to be involved and support The Senior Pro Pickleball Tour in 2025 and beyond," said Mike Patton, Founder of Active Blend. "This is the highest level Pickleball tour for Seniors on the planet, where the best players over 50 participate. Of all the Pickleball tours, this is the organization and leadership we want to support."

Through this partnership, Active Blend aims to not only celebrate the rise of senior pickleball but also ensure that the participants have access to the best vitamins and supplements available on the market. Pickleball is more than a game; it's a lifestyle, and Active Blend is committed to supporting these athletes as they continue to push boundaries and redefine what it means to stay active at any age.

In addition to offering high-quality vitamins to help players perform at their best, Active Blend will be actively involved in promoting the stories of these remarkable athletes. "We are inspired by the incredible work the Senior Pro Pickleball Tour is doing to create high-level events and provide a platform for senior athletes to showcase their skills," Patton added. "It's our mission to support their journey and help them continue living well and staying active."

The Senior Pro Pickleball Tour is known for hosting premier events across the U.S., bringing together a diverse group of highly skilled senior athletes. With this sponsorship, Active Blend looks forward to helping elevate the profile of the tour and engaging more people in the benefits of an active lifestyle fueled by the best nutrition.

About Active Blend

Active Blend is a premium vitamin and supplement brand dedicated to helping individuals live well and stay active at every age. With a focus on top-tier ingredients and cutting-edge manufacturing, Active Blend offers products that enhance health, wellness, and performance for athletes and active individuals alike.

About The Senior Pro Pickleball Tour

The Senior Pro Pickleball Tour (SPPT) is the premier competitive platform for senior pickleball athletes aged 50 and above. With events across the country, the tour showcases the highest level of pickleball talent while fostering community and growth within the sport.

For more information, visit theseniorprotour.com or activeblend.com.