

FOR IMMEDIATE RELEASE

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PICKLEBALL EUPHORIA – OWNERS OF KENTUCKY’S FIRST INDOOR, DEDICATED PICKLEBALL FACILITY – TO OPEN SECOND LOCATION LATER THIS MONTH.



The Tennis Club at Springhurst opened its doors in December 1999. In the past 24 years the 5-acre property has grown to include 10 premium tennis courts, a 7,500 square foot club house and a multi-sport facility.

(Louisville, Ky) -- Pickleball Euphoria has signed a purchase agreement with The Tennis Club at Springhurst and will be bringing 10 new, premium indoor pickleball courts to the market this month. This 100,000 square foot property will now be home to the new PE Springhurst location boasting cushioned surfacing, individually fenced courts and a championship court as well as 6 indoor, cushioned tennis courts operated by The Tennis Club at Springhurst, a player clubhouse and a 30,000 square foot facility housing Union Volleyball featuring 6 indoor volleyball courts.

The growth of Pickleball is on a rapid incline across the nation. According to the 2022 Sports & Fitness Industry Association (SFIA) Single Sport Report on Pickleball, the

sport has experienced an 11.5% average annual growth rate over the past 5 years.

What makes Pickleball such a sought-after activity? **Owner, Stephanie Daniels had this to say about the rising interest:** *“Pickleball is a user-friendly, multigenerational sport that is positively impacting the lives of thousands across our region. It’s no secret that Pickleball was the catalyst to significant life change in our family over the last 6 years. It is a great joy for us see our community grow and we’re eager to share this new space very soon.”*

Because Pickleball is an *all ages, all stages of life* activity that can be both social and competitive, local interest has multiplied significantly across all demographics. In fact, PE owners Josh & Stephanie Daniels have taught nearly 3,000 players how to play in just over 2 years and demand continues to rise. This increase in popularity is creating a great need for indoor courts across our region, particularly as the cooler weather approaches.

In addition to increased access to hourly rentals, PE will be expanding their offerings of private lessons, group clinics, larger tournaments, special events and more in the near future. Details are forthcoming regarding the grand opening celebrations anticipated later this month.

To schedule an interview with Pickleball Euphoria owner, Stephanie Daniels:

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COMING SOON: This 26,000 square foot space will be the new home to 10 premium, individually fenced Pickleball courts.

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Pickleball changed our lives! Read our story here: <https://pickleballeuphoria.com/our-story>