

# MLSER GRANT PRESENTATION

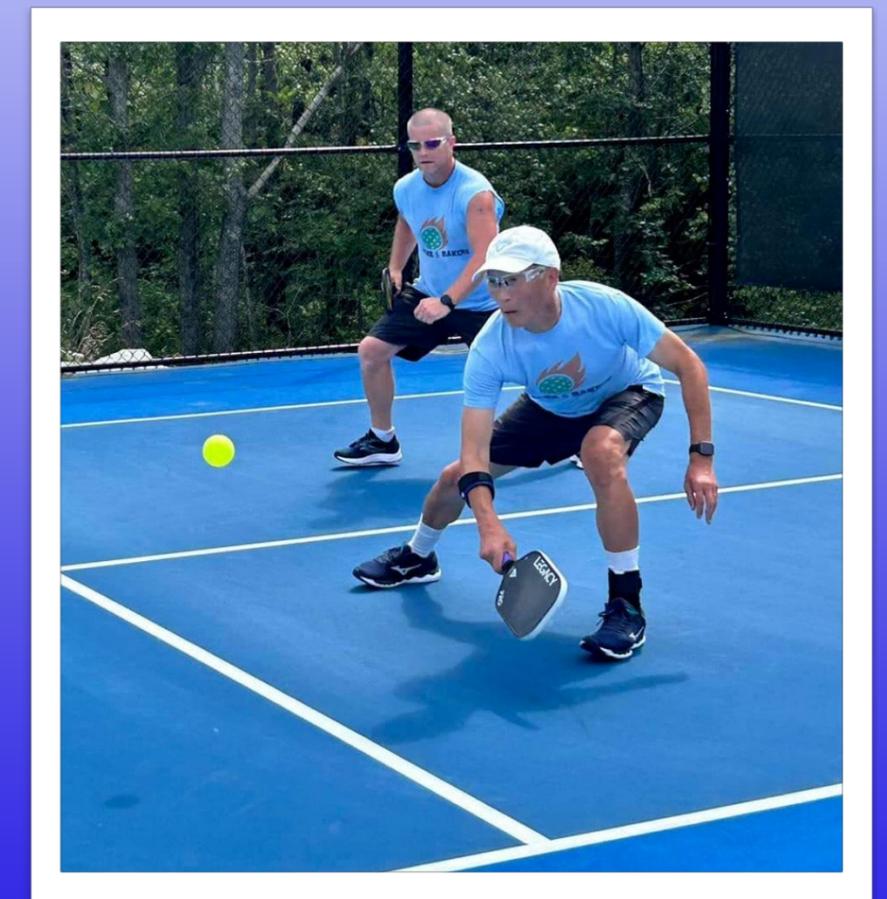


Donald Johnston  
President  
Pickleball Nova Scotia  
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Treasurer

# What is Pickleball?

- Pickleball is a paddle sport that combines elements of ping-pong, badminton, and tennis.
- It's easy to learn, with simple rules and a smaller court size than other racquet sports.
- Pickleball also has low impact, is good for cardiovascular health, and can be played by people of all ages and athletic abilities.
- It is a very social sport that encourages participation by all.
- It is affordable with a low cost to entry
- It can be played almost anywhere, all you need is a paved area, sidewalk chalk and a portable net.

**Since 2022 Pickleball has been the fastest growing sport in North America**



# 2024 Canadian Pickleball Championships

August 20th - 24th  
At the Sobey's Atlantic Tennis Center  
**Halifax, Nova Scotia**

## Itinerary:

**Day 1 Round Robin men's doubles and women's doubles**

**Day 2 Round Robin mixed doubles**

**Day 3 mens and women's singles**

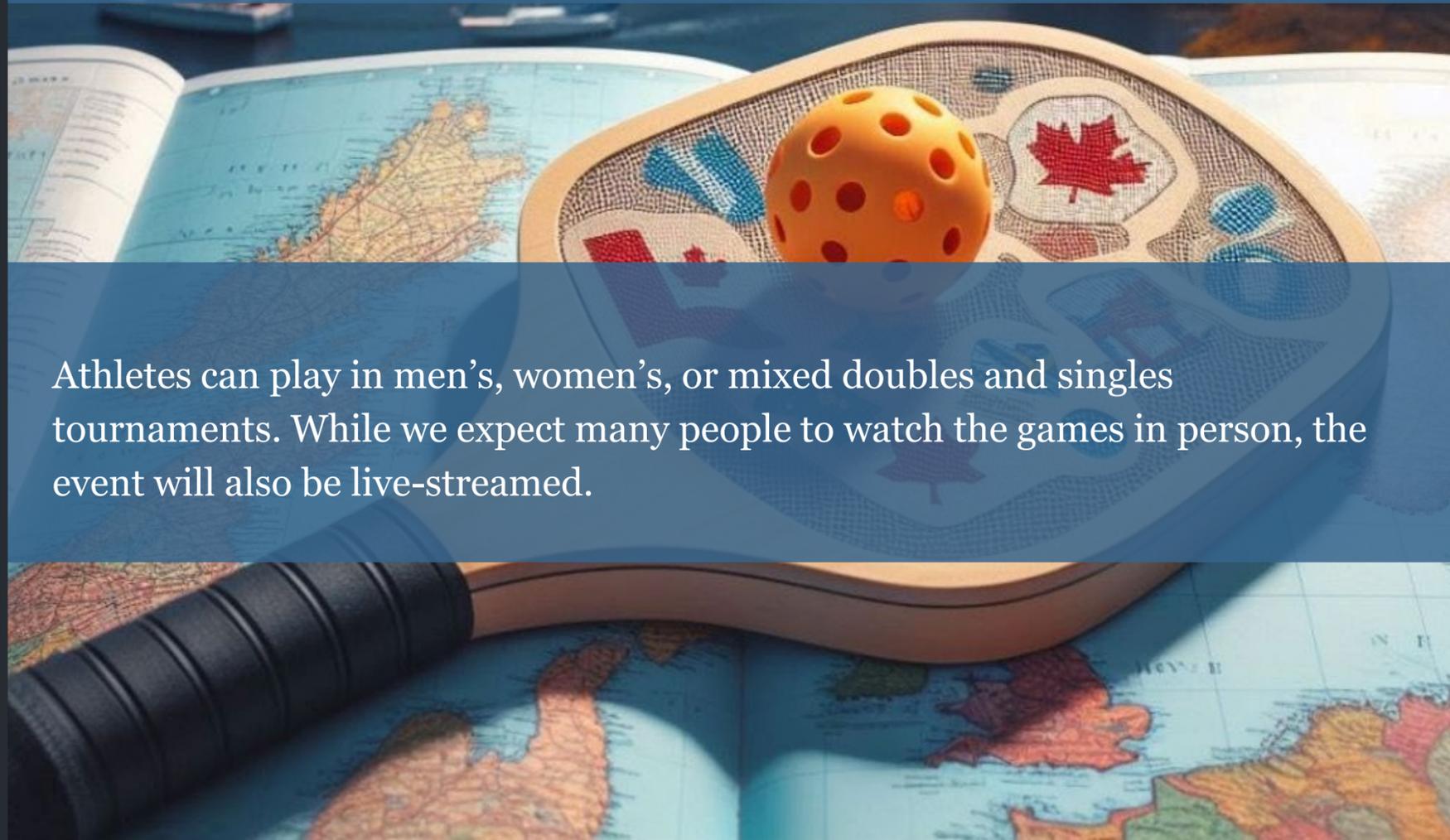
**Day 4 double elimination men's and women's doubles**

**Day 5 double elimination mixed doubles.**

Our opening ceremonies will also include a traditional smudging from a local indigenous elder.



This will be the first National Pickleball Championship to be held east of Ontario.



Athletes can play in men's, women's, or mixed doubles and singles tournaments. While we expect many people to watch the games in person, the event will also be live-streamed.

# Demographics:

2023 - 622 players

2024 - 841 Players

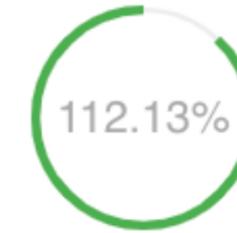
Youngest Player - 15

Oldest Player - 82

Entered In Events

841

Registrations set to  
play in at least 1  
event.



Goal: 750

FEMALE

424

Registered Count

47.91%

Of Total

MALE

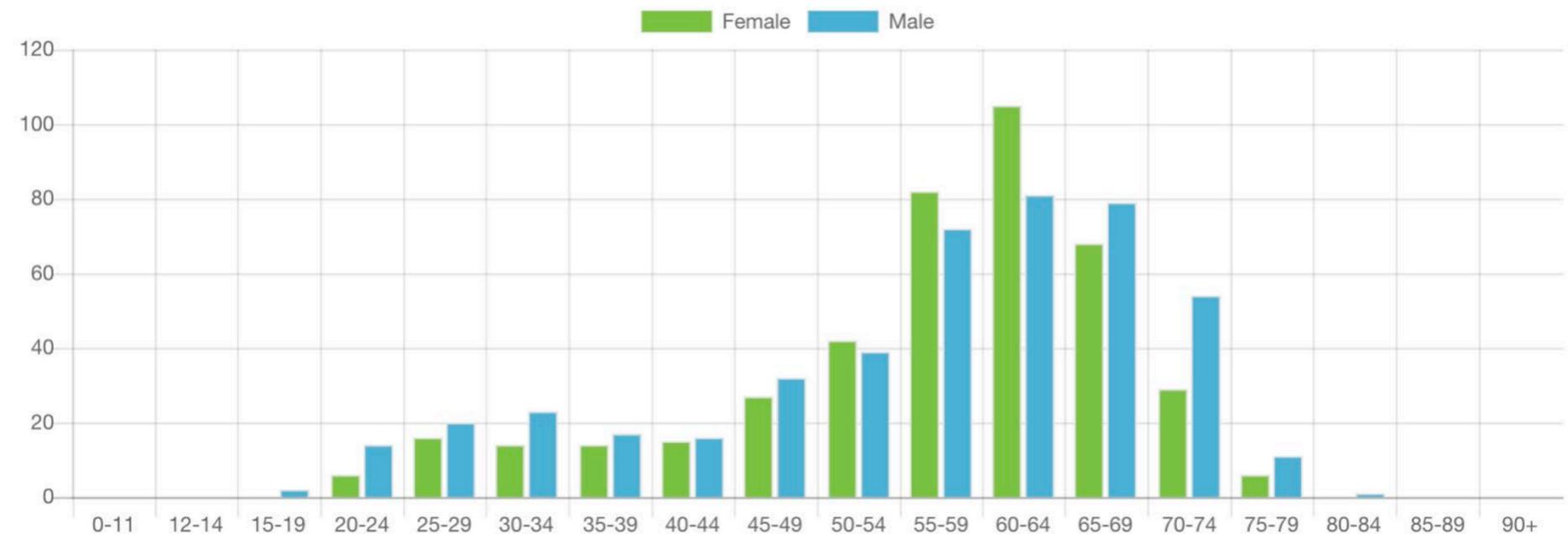
461

Registered Count

52.09%

Of Total

Age Breakdown



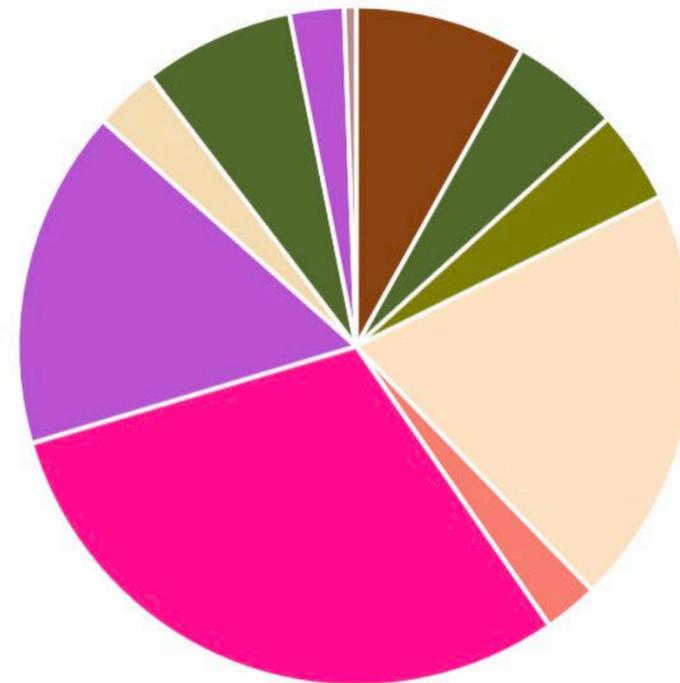
# Come for the Pickleball ...



# Stay for a Vacation!!!

# Who is coming to Halifax?

## Registered Locations



**Western Canada - 180**

**Central Canada - 207**

**Atlantic Canada - 493**

**Nova Scotia - 266**

# ECONOMIC IMPACT

619 Players from outside of NS  
250 Volunteers  
50 Referees  
20 VIPS

**Hotel Rooms**

**Meals**

**Rental Cars**



From a player number standpoint, this event will be one of the biggest sporting events to come to the Maritimes.

We want to take this opportunity, not only to bring the best Pickleball players in the country to Halifax, but to showcase what the Maritime hospitality is all about.

**any questions?**

