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AVALON BECOMES OFFICIAL TOUR STOP FOR ASSOCIATION OF PICKLEBALL PROFESSIONALS

(Avalon, NJ)—Avalon, New Jersey will become an official tour stop for the Association of Pickleball Professionals (APP) in 2023. The inaugural APP New Jersey Classic will be held at Avalon’s pickleball complex Wednesday through Sunday, September 6-10th. The announcement was made during a joint press conference held by Avalon Mayor Martin Pagliughi and Ken Herrmann, Chief Executive Officer and Founder of the Association.

“This is an exciting day for Avalon and for Cape May County as a professional sports league has selected our region to hold a tournament that will be viewed throughout the world”, Pagliughi said. “Pickleball is the fastest growing sport in the United States and Avalon is proud welcome the top ranked players in the world to the Jersey Shore and join other tour stop venues including New York City, Los Angeles, Chicago, Houston, Atlanta, and St. Louis”.

The APP is sanctioned by USA Pickleball and official Pro Tour Partner. The APP New Jersey Classic will include the top tour professionals in the world, a senior pro tournament, and an amateur division so locals and visitors can compete with each other. The event will include vendors and other attractions, be live streamed to a worldwide audience, and may be broadcast on a major television network. The APP has major tour sponsors and attracts new visitation to tour stop venues.

“We are thrilled to include Avalon as a tour stop in 2023 and the APP looks forward to a long-lasting partnership with the community and the region”, Herrmann said. “Avalon is a premiere seaside resort, deeply committed to the culture and popularity of pickleball, and has a great facility to host a major tournament. We look forward to working with the community and regional partners to make the APP New Jersey Classic as a top tour locale in 2023”.

The APP has economic impact studies from similarly-sized tour stops. They produce over \$1 million in direct and indirect economic benefits to the region and well in excess of 1,000 overnight stays in the community. It is common for fans of the APP Tour to plan their vacations around the event and stay in, and near, the host communities.

“The Avalon business community welcomes the APP New Jersey Classic and we hope to make the Avalon experience the very best it can be for the Tour and its fans”, said John O’Dea, President, Avalon Chamber of Commerce. “Avalon includes exemplary lodging, dining, and shopping opportunities and we welcome this terrific opportunity to welcome new visitors to Avalon and to Cape May County”.

Avalon created a bank of ten pickleball courts that opened in 2018. The courts have been the most popular recreational attraction in the community since its debut. It is anticipated that ten additional courts will be added in 2023 while maintaining current tennis and basketball recreational opportunities. The Avalon Pickleball Complex is located on 8th Street between Dune and Ocean Drives.

For additional information, please visit www.apptour.org.