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MINTO COMMUNITIES SIGNS A MULTI-YEAR AGREEMENT WITH THE US OPEN PICKLEBALL CHAMPIONSHIPS

[CHICAGO, July 11, 2016] – Minto Communities has signed a multi-year contract extension as the title sponsor of the US Open Pickleball Championships. Minto creates award-winning new homes and communities - many that now have pickleball courts for their residents. “It’s a great partnership,” says Terri Graham, Founder of the event. “Minto came on board for the inaugural event in 2016 and we are excited about continuing the relationship for years to come. We welcome Minto to our pickleball family.” The 2017 US Open will be held April 23 – 30 at East Naples Community Park.

“Minto anticipated the growing popularity of the sport based on feedback from our homeowners, and we have included pickleball courts in many of our communities throughout Florida. We are proud to continue as title sponsor for this exciting event,” says Bill Bullock, Senior Vice President of Minto Communities Florida. “The US Open will bring people from all over the world to see and experience the great lifestyle Florida has to offer.”

The inaugural event brought in over 800 participants and 10,000 spectators. The 2017 event will be extended to seven days and anticipates 1,000 athletes will compete on the park’s 48 world-class courts.

““East Naples is the fastest growing community in Collier County. Hosting the fastest growing sport in America is the perfect fit! We are committed to investing into this event and into the park to make it the best place for people to play! Kids, parents and grandparents are learning the game. It’s great for families and great for the community. We look forward to being a part of this event for many years to come.” says Donna Fiala, Collier County

Commissioner. It is estimated the event raised over 2 million dollars in direct tourism spending in 2016.

In addition to a Pro event where the elite Pickleball players in the world will compete for over \$35,000 in prize money, this premier seven day event will feature a unique Zing Zang Championship Court, special Gold Box seating, event parties, live entertainment, charitable fundraising activities, plus a Kids Day.

“Pickleball is a sport for all ages,” said Chris Evon of Spirit Promotions. “It’s appealing to seniors who want to have fun while staying healthy and active, and it’s appealing to the youth who love the challenge that pickleball has to offer. The event is designed to have something for everyone to enjoy as well.”

Spirit Promotions is a Chicago based company whose goal is to grow the sport of pickleball, by hosting world class events.

For more information, please contact Spirit Promotions at 239-777-2969 or visit the website at www.usopenpickleballchampionship.com.