

European Pickleball Federation (EPF) & Asia Federation of Pickleball (AFP) Forge Continental Alliance

EPF & AFP are pleased to announce that they have entered into continental alliance partnership to jointly promote pickleball in these two continents.

Luxembourg & Singapore – July 30, 2023 - The European Pickleball Federation (EPF) and the Asia Federation of Pickleball (AFP) are delighted to announce their official alliance, solidifying a strong partnership aimed at advancing the sport of pickleball on a continental scale. This groundbreaking collaboration marks a significant milestone in the global pickleball community, bringing together two prominent federations to collectively work towards shared objectives and foster greater growth and development of the sport.

As of 2023, the estimated population of Europe is around 742 million people and Asia is approximately 4.75 billion people, making it the most populous continent in the world. Of which, International Olympic Committee (IOC) recognized 50 European countries and 45 Asian countries/states. The EPF and AFP recognize the immense potential of pickleball and the positive impact it can have on individuals, communities, and societies at large. By combining their resources, expertise, and passion for the sport, the federations aim to elevate pickleball to new heights and create a legacy that inspires generations to come.

One of the primary goals of this alliance is the establishment of common bylaws that will govern pickleball activities across Europe and Asia. By harmonizing their respective regulations, the EPF and AFP seek to streamline administrative processes, standardize membership admission, youth development, promote education training and joint continental tournaments. This unified approach will promote fair play and integrity within the sport. It will enhance the overall pickleball experience for players, officials, and fans alike, ensuring consistency and transparency in all aspects of the game.

Additionally, the EPF and AFP jointly recognize the significance of adhering to the IOC requirements for the inclusion of pickleball as an Olympic sport. With this alliance, both federations agree to work closely towards a future single, member controlled, IOC compliant International Federation.

Editor's Note:

It's important to note that the IOC's recognition of countries/states may differ from the political or geographic definitions of the continent, as some countries may be classified in different regions for Olympic purposes.

For media inquiries or further information, please contact:

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About European Pickleball Federation

EPF is a not-for profit association established in Luxembourg and created on 31st of May 2023 by 25 founding members:

Austria, Bulgaria, Belgium, Croatia, Czech Republic, England, France, Germany, Greece, Hungary, Ireland, Italy, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Scotland, Serbia, Slovakia, Spain, Sweden, Switzerland, Turkiye

EPF's objectives are:

- To facilitate the growth of pickleball as a world-renowned sport and to promote the sport by demonstrating its physical, mental, and social benefits to people of all ages and abilities.
- To represent the best interests of the EPF internationally and of pickleball players in Europe.
- To develop the pickleball infrastructure in Europe by improving training, rules, standardization of equipment, promoting quality refereeing and improving the organization and management of events

www.epfpb.org
www.facebook.com/EuropeanPickleballFederation
www.instagram.com/europeanpickleballfederation/

About Asia Federation of Pickleball

Established in 2020 and headquartered in Singapore, Asia Federation of Pickleball (AFP) is a not-for-profit organization and missioned to work collaboratively with 45 countries/states to participate in the Asian Games. On another scale level, AFP is working with 11 countries in hope to participate in Southeast Asia (SEA) Games 2025/2027/2029 in Thailand, Malaysia, and Singapore respectively.

Through tournaments, coaching, and partnerships, AFP aims to expand the sport's reach and create a vibrant pickleball community. In emphasizing fair play and integrity, AFP would enforce standardized rules and ethical practices. AFP strives to make pickleball accessible to all individuals and aim to play a pivotal role in advancing pickleball across Asia.

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