



ASSOCIATION OF PICKLEBALL PLAYERS AND EUROPEAN PICKLEBALL FEDERATION ANNOUNCE STRATEGIC PARTNERSHIP

Expanded agreement includes APP support of 2026 European Pickleball Open Powered by The APP in Antalya, Türkiye, November 2026

CHICAGO, USA / HOWALD, LUXEMBOURG (June 18, 2026) — The Association of Pickleball Players (APP), the world's first professional pickleball tour and leading authority in the sport globally, continues to strengthen its international alliances by announcing today an expanded strategic partnership with the European Pickleball Federation (EPF).

The enhanced partnership will see the APP and EPF collaborate across tournament operations, athlete development, event promotion, international competitive opportunities, and grassroots initiatives, with the ultimate goal of fast-tracking the growth of pickleball across Europe.

Highlighting the partnership is enhanced cooperation for the EPF's flagship event, now known as the [2026 European Pickleball Open Powered by The APP](#). Set for Nov. 3-8 at Ali Bey Club in Antalya, Türkiye, the world's largest tennis resort, the event is set to bring together players from more than 37 countries across Europe and the world for a week of elite competition and community. The tournament will feature singles, doubles, and mixed doubles competition across a full range of age and skill divisions, including dedicated professional events, creating one of the largest and most inclusive pickleball showcases on the international calendar.

"The revitalized relationship between the APP and EPF represents a defining moment for pickleball in Europe and reflects the great momentum the sport is generating across the continent," said APP Founder Ken Herrmann. "We first joined forces as part of the Global Pickleball Alliance (GPA), but now we're aligned even further, and are excited to elevate the 2026 European Pickleball Open into one of the premier events on the global event pickleball calendar. The EPF have demonstrated tremendous leadership as stewards of the sport in Europe, and we're proud to support them."

"Our partnership with the APP marks an important milestone in the continued evolution of pickleball across Europe," said EPF Board President Frank Arico. "Together, we'll create new pathways for players, strengthen Europe's presence on the world stage, and establish a foundation for long-term growth. The 2026 European Pickleball Open Powered by The APP will showcase the incredible talent emerging across the continent, and we are excited to work alongside the APP to deliver a world-class event."

The EPF, a not-for-profit association based at the heart of Europe in Luxembourg, was created in 2023 to bring together all the national entities that promote pickleball throughout Europe and push for the creation of a single, democratic world federation. More than 35 countries have joined the EPF since its founding, united in supporting initiatives such as singular-structured rankings, training, refereeing, and competition programming.

The APP's new partnership with the EPF marks the latest milestone in the APP's accelerating global expansion – coming on the heels of the launch of APP Asia Tour and an enhanced partnership with the English Open – and is only the beginning of its efforts to grow the game worldwide.

Additional information regarding the 2026 European Pickleball Open Powered by the APP, including spectator experiences and tournament programming, is available through the EPF and will continue to be announced in the coming months.

More information on APP events is available via [TheAPP.global](https://theapp.global). The pickleball community can stay in the know on the latest APP updates by following the APP's [Instagram](#), [X](#), [Threads](#), [TikTok](#), [Facebook](#) and [LinkedIn](#) channels.

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About the APP:

The Association of Pickleball Players (APP) provides opportunities for pickleball players of all ages and skill levels—professionals, amateurs and recreational—to compete in world-class pickleball events for the opportunity to win prize money and be featured on nationally televised broadcasts on CBS Sports and ESPN. Since its launch in 2019, the APP has operated the first and only pro and amateur pickleball tour fully and officially sanctioned by USA Pickleball. The APP opened its official headquarters and player development center in January 2025 at [The Fort](#) in Fort Lauderdale, Fla., while its corporate offices continue to be located in Chicago. The APP Tour's 2026 schedule will feature the most robust pickleball showcase across pro and amateur competitions accompanied by youth development programs, grassroots charity initiatives and international partnerships to continue to grow the game. Schedules, recent news and additional information about the APP are available at [TheAPP.global](https://theapp.global) and on [Instagram](#), [X](#), [Threads](#), [TikTok](#), [Facebook](#) and [LinkedIn](#).