



FOR IMMEDIATE RELEASE: Live Full Court Pickleball Demonstrations at the Vancouver Wellness Show February 2023

November 3, 2022 -North Vancouver, B.C.: Pickleball BC ("PBC"), the British Columbia governing body for pickleball, is pleased to announce their participation at the Vancouver Wellness Show February 11th and 12th 2023 at the Vancouver Trade and Convention Centre. The highlight of PBC's participation will be a full-sized pickleball court where there will be demonstration matches, "try it yourself" opportunities, and experts on hand to answer all your questions about pickleball.

"Our participation with a full size demonstration pickleball court underscores PBC's commitment to a healthy lifestyle through an increasingly popular and easy to learn and play sport" says Walter Knecht, President, [Pickleball BC](#). It is well known that sporting activities are great for both physical and mental well-being. Pickleball with a gentle learning curve (albeit hard to master), low cost of entry and low physical impact is an ideal participation sport which contributes to improved wellness.

Celebrating their 30th year in 2023, The [Wellness Show](#) has been bringing new approaches to nutrition, fitness, physical and emotional well-being to help Vancouverites achieve their most holistic, healthiest selves. They connect like-minded businesses and thought-leaders in wellness. They educate the public on health options as a year-round online resource and host Western Canada's biggest and most established health and lifestyles showcase.

Deborah Finkel, Marketing & Event Coordinator of The Wellness Show stated "We are thrilled that Pickleball BC will be participating in our 30th Annual Show. Pickleball positively impacts cardiovascular, muscle, joint and mental health making it the perfect fit for The Wellness Show!"

About Pickleball BC: Pickleball BC is the Provincial Sport Organization with respect to all things pickleball in B.C. Founded in 2017, PBC is dedicated to the growth, development, promotion and enjoyment of pickleball. We encourage people of all ages and skill levels to experience pickleball and discover the enjoyment of friendship and participation in an active lifestyle. Since its founding, PBC has grown to nearly 80 participating Clubs in the Province and is projecting 12,000 individual members by the end of 2022.

Media Contact

Walter Knecht | President Pickleball BC | 604-218-9424

Walter@pickleballbc.ca

PickleballBC.ca

@PickleballBC

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