



***** MEDIA ALERT *****

**Dietz & Watson Atlantic City Pickleball Open Presented by Total Pickleball
Indoor Championships Takes Over the Atlantic City Convention Center Sept. 19 - 24**

WHAT: The Atlantic City Sports Commission, in partnership with Pickleball Entertainment Consultants, LLC will host the [Dietz & Watson Atlantic City Pickleball Open Presented by Total Pickleball Indoor Championships](#) at the Atlantic City Convention Center Sept. 19 - 24, 2022. **As the world's largest indoor pickleball tournament**, this event will provide the ultimate competition for players and spectators alike. The event expects 10,000 attendees, 5,413 room nights, and \$3,906,927 in economic impact.

WHEN: Monday, Sept. 19 - Saturday, Sept. 24

Monday, September 19, 8 a.m. ET to 4 p.m. ET
50+ Doubles

Tuesday, September 20, 8 a.m. ET to 4 p.m. ET
50+ Mixed

Wednesday, September 21, 8 a.m. ET to 4 p.m. ET
Singles – All Pro and Skill/Age

Thursday, September 22, 8 a.m. ET to 4 p.m. ET
Mixed Pro, Senior Pro Doubles, Women's Doubles (19+, 25+), Junior Singles

Friday, September 23, 10 a.m. ET to 4 p.m. ET
Pro Doubles, Mixed Senior Pro, Men's Doubles (19+, 35+), Junior Boys and Girls

Doubles

Saturday – 8a.m. ET to 4 p.m. ET
Pro Championships, Mixed Doubles (19+, 25+), Junior Mixed Doubles

WHERE: Atlantic City Convention Center

1 Convention Boulevard
Atlantic City, NJ 08401

CREDENTIAL PROCESS:

INTERVIEW/SEGMENT OPPORTUNITIES:

- **Larry Sieg, President and CEO, [Meet AC](#) and [Atlantic City Sports Commission](#)**, on how Atlantic City attracted the popular sport of pickleball to the destination, as well as the tournament's expected economic and tourism impact on the city.

- **Jim Ludwig, Managing Partner, Pickleball Entertainment Consultants, [Pickleball for All](#)**, on the exponential growth of the sport in the last few years, his expectations for the September event, and what Atlantic City offers as a host city through 2024 as The Atlantic City Pickleball Open Indoor Championship has signed a three-year deal to remain in Atlantic City.
- **Kyle Yates, Pickleball Professional and Member of Pickleball Entertainment Consultants**, has been passionate about pickleball since he was in high school. He quickly began to gain national attention and tally up victories. In 2016, he won the grand slam of men's pro doubles by winning the U.S. Open, Tournament of Champions, and the USAPA Nationals in 2016. Since then, Kyle has won six U.S. Open pro doubles titles, two TOC pro doubles titles, and two USAPA Nationals pro doubles titles among many others. In 2018, he was named the WPF world #1 doubles player. While playing in Fort Myers, Florida Kyle was introduced to Randy Sussman. They bonded over their love of the sport and their dream of providing top quality apparel for pickleball enthusiasts and athletes alike. Kyle joined forces with PB1965 and has assisted in making Randy's dream a reality. Kyle is also a Pickleball for All board member since 2015.
- **Dave Weinbach, Pickleball Professional** -- Dave Weinbach is a competitor above all else. Before finding pickleball in 2009, he spent decades pursuing his lifelong passion for athletics alongside his business ventures, even training for the US Olympic table tennis team. Since then, he's become one of the most accomplished and decorated players in the game and set records including the first two back-to-back US Open Pro Men's double titles alongside Kyle Yates. Dave is known for his agility and consistency, channeling his mental fortitude into strategic gameplay. He shows intensity on the court and around the world, spreading his dedication to pickleball to new players everywhere.
- **Eva Welsher, Pickleball Professional** -- Eva Welsher comes to the PB1965 Pickleball family with an extensive racquet background. She was a top junior tennis player in the country and played D1 tennis for Northwestern University. After college, she traveled the country competing and excelling at the top level in Paddle Tennis before finding pickleball. She started her pickleball journey 3 1/2 years ago when she became an empty nester. Eva is currently the #1 Senior woman's Doubles and Mixed Player in the World. Eva and her husband, Geoff, originally from Michigan, are new snowbirds to Naples, Florida. They have two wonderful sons, Mac and Geoffrey and a precious daughter-in-law, Paige.

TICKETS

- General admission tickets are free, championship courtside tickets start at \$10

RECOMMENDED EVENTS/STORY IDEAS

- **The Pickleball Trend Comes to Atlantic City:** Interview the tournament founders and players about the growth of the sport
- **Meet the Pros:** Interview the pro players about life as a pickleball professionals
- **The Pickleball Workout:** Share the story about pickleball as a fun, social way to get in shape
- **Ribbon Cutting Ceremony:** Friday, Sept. 23, at 8 a.m.
- **Don't Call Me Francis Performance:** Friday, Sept. 23, at 4 p.m. ET (free admission with championship courtside ticket)
- **Pro Championship Matches:** Saturday, Sept. 24, throughout day

ASSETS:

- On-site photos to be made available daily
- Photo and video permitted with approval from Tournament staff

MEDIA CONTACT:

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MEDIA CREDENTIALS:

- To obtain media credentials, email Debby Robinson at drobinson@vmg1.com or call 312.505.4336 with your name, media outlet, story needs and contact information.

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About Dietz & Watson

Founded in 1939 by Gottlieb Dietz, and still family-owned and operated today, Dietz & Watson remains true to their original old-world recipes and Gottlieb's commitment to "quality above all else." Creating the freshest and leanest beef, ham, pork, turkey breast and chicken breast, Dietz & Watson's offerings are enhanced only with all-natural spices and seasonings for optimum flavor profiles. All Dietz & Watson deli meats and cheeses are free of artificial flavors, colors, fillers, extenders and MSG. Headquartered in Philadelphia, Dietz & Watson continues their tradition of family commitment and to leading the industry in the crafting of the world's best premium deli meats and artisan cheeses. The company is led by founder Gottlieb Dietz' grandchildren, Louis Eni (President and CEO), Chris Eni (COO) and Cindy Eni Yingling (CFO). Today, the fourth generation of the family, Lauren Eni, Christopher Yingling, Michael Eni, Tim Yingling and Greg Yingling, have joined the company to carry the tradition further. Learn more at www.DietzAndWatson.com.

About the Atlantic City Sports Commission: The Atlantic City Sports Commission was officially formed on January 13, 2015 as a 501 (c)(3) organization with the support of Meet AC and the Casino Reinvestment Development Authority (CRDA) to attract sporting events, conventions and competitions to Atlantic City.

About Pickleball Entertainment Consultants

Pickleball Entertainment Consultants is focused on bringing world-class pickleball tournaments to major staycation markets. The Atlantic City Pickleball Open is the first event of a strategic plan to grow the sport and deliver exceptional experiences for competitors, fans, and corporate partners. Founded by Jim Ludwig, Kyle Yates, and Randall Sussman, PEC is embarking on creating a tour of events that will provide exceptional, consistent, and weatherproof environments to ensure the competitors' skills and abilities are truly what decides the championship

For more information, visit www.atlanticcitysports.org. Follow us on [Facebook](#), [Twitter](#) and [Instagram](#).