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**The Pickleball Club celebrates National Pickleball Day with donations and demos**

SARASOTA, Fla. — [The Pickleball Club](http://www.thepickleballclub.us/) (TPC), a premier, world-class, indoor pickleball facility and private membership club opening in Sarasota/Lakewood Ranch this winter, is celebrating National Pickleball Day on Aug. 8 with portable pickleball set donations and demonstrations in multiple locations throughout Sarasota.

To celebrate National Pickleball Day on Monday, Aug. 8, TPC team members will be donating a portable pickleball set and doing a demonstration for firefighters at the Venice Fire Department located at 112 Harbor Drive South in Venice, Fla. between 8:30 a.m. and 10:30 a.m. The team will also be doing a demonstration and wellness session for visitors to Senior Friendship Centers of Sarasota at 1888 Brother Geenen Way between noon and 1 p.m. Media is welcome to attend both events.

“Pickleball is a great way to keep your mind and body in shape at any age,” said Erin McLeod, president and CEO of Senior Friendship Centers. “We’re excited to have more opportunities in town for engaging and connecting active older adults.”

The [Play For Life Foundation](https://www.tpclwr.us/play-for-life-foundation) has donated and delivered 10 portable pickleball sets to several locations throughout the region, including two North Port Fire Rescue Stations, Girls Inc. of Sarasota County, Resilient Retreat – Sarasota, New Gate Montessori School, Sarasota Military Academy High School and Preparatory School, West Manatee Fire Station No. 3, North River Fire Station No. 1 and East Manatee Fire Department.

“Giving back to the community is extremely important to the entire executive team at TPC,” said Brian McCarthy, founder and CEO of The Pickleball Club. “As a veteran myself, I know the importance of finding a physical fitness sport that is fun, relaxing, and social. Seeing people of all ages enjoy this wonderful sport and learning it for the first time is extremely rewarding.”

McCarthy and his wife founded TPC in 2019 with co-founder Matt Gordon. McCarthy has developed more than half a billion dollars of commercial real estate during his career and is a combat disabled veteran. He served from Vietnam to Desert Storm as a surface warfare officer and logistician in the United States Navy and retired after 30 years of service at the rank of Rear Admiral. McCarthy was personally decorated 10 times during his career.

The Pickleball Club provides a private experience for members with outstanding amenities and opportunities for social and recreational enjoyment in an air-conditioned state-of-the-art sports facility. Its philanthropic arm, the [Play For Life Foundation](https://www.p4l.org/about-us/), has a mission of introducing the sport of pickleball to youth, veterans and first responders. Each qualified organization is granted a Club-N-Box, containing nets, paddles, balls, and instructional material on how to play, and set up a court.

**About The Pickleball Club**

Located at 1195 Sarasota Center Blvd., The Pickleball Club will be a brand-new, healthy living, private pickleball complex featuring 12 indoor pickleball courts with a tournament-level outdoor surface, an outdoor activity center, constantly rotating “Food Truck Alley”, Pickles Café, Dink’s Pro Shop, permanent nets, and HEPA filtered air-conditioned environment – perfect for avoiding those harmful UV rays and inclement weather conditions. The Club will feature PlaySight video technology for live streaming and recording capabilities for training purposes, tournament grade pickleball courts and luxurious locker rooms. The first club in Lakewood Ranch is currently under construction, three more are in development in Port Saint Lucie, Fort Myers, and Bonita Springs, with 15 clubs planned across the state of Florida in the next five years. For more information, go to [ThePickleballClub.us](http://thepickleballclub.us).

**About Senior Friendship Centers**

As a nonprofit serving older adults in Southwest Florida, Senior Friendship Centers is the safety net for nearly 10,000 seniors, providing services such as activity centers, lifelong learning, caregiving resources, adult day services, economic assistance, volunteer opportunities, and socialization/connection. For more information visit [friendshipcenters.org](http://friendshipcenters.org).

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[**Photo 1 attached from left to right:** Dominic Catalano, general manager of The Pickleball Club; Nova Grande, director of marketing for The Pickleball Cub; Christine Hayashi, new member of The Pickleball Club; Erica Love, director of pickleball for The Pickleball Club;

Adam Chaykin, new member]

[**Rendering 1 attached**: The Pickleball Club coming to Sarasota/Lakewood Ranch]