

# Paddle Up to Take Breast Cancer Down!



**Pickleball remains the fastest-growing sport in the U.S. with more than 8.9 million players, according to the 2023 Sports & Fitness Industry Association Topline Service Report.**

If you're not a pickler yourself, chances are there's a strong contingent of them within your organization. The pickleball craze doesn't seem to be slowing down, and Susan G. Komen® is ramping up opportunities for partners to engage their teams and employees through Pickleball for the Cure!

As the first fundraising platform built exclusively for pickleball, Komen's industry-leading program can help boost your team's existing fundraising efforts, boost team morale and, most importantly, boost Komen's work to end breast cancer. Your organization and employees can play for a purpose in a variety of ways:

## **Host a Pickleball for the Cure event.**

- Plan a corporate tournament, outing, clinic or open play fundraiser.
- Hold the event anywhere – at a local club, public courts or even in your own parking lot!
- If your company has multiple locations, each office can host their own event to engage in some friendly competition.
- Consider offering a company match for all employee-raised funds or incentives to top fundraisers.
- Komen's dedicated Pickleball for the Cure team helps you navigate the process and provides you with all the tools you need through our customized fundraising platform and **Tool Kitchen**.

## **Join the Komen Pickleball Challenge**

- See how many games you can play in 30 days while raising awareness and funds to help end breast cancer.
- The Pickleball Challenge is a year-round opportunity that can begin at any time.
- Employees can register as individuals, or you can create teams within your organization or group for an even greater impact and some friendly competition.

Activate your workplace or organization today to dink in pink and save lives! Every dollar raised makes a difference in the lives of people facing breast cancer. Together, we can take breast cancer out of play!

For more information, visit **[PickleballfortheCure.org](https://PickleballfortheCure.org)** or email **[pickleball@komen.org](mailto:pickleball@komen.org)**.

## **Already fundraising for Komen?**

*All funds raised through Pickleball for the Cure can count toward your team total in any Komen program you are already participating in. Reach out to your main Komen contact to learn how.*

