

POP TENNIS PRESS KIT

POP Tennis is a sport that is easy to learn, to play, and to love. It can be played by everyone between the ages of 5 and 95. It has been observed, "If you can walk, and even if you can't, you can immediately play and enjoy POP Tennis." Please visit www.poptennis.com for more in depth information and watch as [The Today Show Talks POP Tennis](#).

Compared to Tennis, POP Tennis is so easy to learn and play because:

- The POP Tennis court is smaller;
- The POP Tennis net is lower;
- The POP Tennis ball is less lively; and
- The POP Tennis racquet is shorter and its face is much closer to a player's hand (so athletes have immediate control of the ball).

Additionally, in POP Tennis, you serve the ball "underhand," so there is no difficult overhead serving to learn and master. Also, because the court is smaller, than that of Tennis, there is much less running; therefore, it's far less taxing on your body.

Because everyone can immediately learn and play POP Tennis, it is a great family sport! Anyone who has ever played Tennis at any level will find POP Tennis extremely compatible, as the strokes, movements, and strategic thinking are very similar. In fact, current and former Pro Tennis players, Maria Sharapova, Andy Roddick, Stevie Johnson, Gael Monfils, Alison Riske, Sam Querrey, John McEnroe, Bjorn Borg, Mardy Fish, and others play POP Tennis in their spare time. Why? Because it's so much fun and it complements their Tennis.

Additionally, the older set loves POP Tennis, because it's more like Tennis and more athletic than Pickleball. Whereas Pickleball is played with a thin, wooden racquet and a wiffle ball, POP Tennis is played with a real, depressurized, meaty Tennis ball and a buttery, fiberglass racquet, so the feel and experience of hitting a POP Tennis ball are far superior to those of a Pickleball-Wiffle ball.

Children love playing POP Tennis, because they experience the incomparable, immediate gratification of quickly learning and playing something well. These feelings of valid accomplishment, in turn, trigger empowering feelings of confidence and high self-esteem within children of all ages. We have found POP Tennis to be an excellent means for children to learn to play and successfully transition into Tennis.

POP FACTS

1. The sport of POP Tennis is over 100 years old. Its original name was Paddle Tennis. On April 26th, 2015, Paddle Tennis was re-branded and re-named as POP Tennis. This re-branding was deemed necessary, because there was brand-confusion, with the Eastern/Mid-West sport of Platform Paddle Tennis, which is also called Paddle Tennis. So, in order to negate any confusion with Platform Paddle Tennis, (non "Platform") Paddle Tennis was re-named, POP Tennis.
2. Ken Lindner is the Founder and President of The United States POP Tennis Association, Inc. Ken has been spearheading the POP Tennis movement to make it a major national and international sport and, one day, an Olympic sport.
3. Another major goal of the United States POP Tennis Association is to have the POP Tennis Children's Empowerment Initiative, bring free-of-charge, POP Tennis clinics to children throughout the United States. The United States POP Tennis Association's mission is to empower, equip, and enrich all children, through learning, playing, and enjoying POP Tennis. The ultimate goal is for children to develop the confidence and life-skills, to intellectually, emotionally, and spiritually thrive in their day-to-day lives.
4. POP (or Popular) Tennis is a sport of and for all people, everywhere. It is a sport that is played by men and women of all races and backgrounds. And, although it is not yet played throughout the world, it is absolutely, a "world sport."

MEDIA COVERAGE

Here are just a few POP Tennis stories featured in the media outlets across the United States. For more videos, please visit the [POP Tennis website](#).

- [Good Morning San Diego Part I](#)
- [Good Morning San Diego Part II](#)
- [WSVN](#)
- [KNBC](#)
- [KCBS](#)
- [Good Day L.A.](#)
- [Rachel Gailis - Ten-Year-Old POP Tennis Prodigy](#)

CONTACT

If you'd like more information on this sport regarding potential sponsorship, endorsement, merchandising, television, and exhibition opportunities, please contact ken@poptennis.com.