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**Kolter Homes' PGA Village Verano to Host Inaugural World Pickleball Open**

***USAPA Sanctioned Event Coming to PGA Village Verano in Port St. Lucie, Florida***

**(PORT ST. LUCIE, FLA.)** – [KOLTER HOMES](#) – a leader in developing next-generation, highly-amenitized, master-planned active adult communities in the Southeastern U.S. - will host the inaugural World Pickleball Open (WPO) at PGA Village Verano in Port St. Lucie, Fla. between December 12 – 15, 2019.

The WPO will be a USAPA Tier 4 Sanctioned Event spanning four days of pros and skills division competition in both singles and doubles. The event will kick-off on Wednesday, December 12, with clinics and exhibitions hosted by Engage Pickleball, one of the leading pickleball paddle manufacturers in the world.

The event will be held at Kolter's brand-new PGA Village Verano Pickleball Center, set to open in October of 2019. With 26 pickleball courts plus a championship-court for tournaments, multiple viewing areas with seating, and an event lawn with a pavilion area, the facility is estimated to be the largest private pickleball center currently under construction in South Florida. Located within Kolter Homes' PGA Village Verano new home community, the tournament will be easily accessible from the Palm Beaches, Treasure Coast and Central Florida.

"We are honored to host this high-caliber event," says John Manrique, Vice President of Marketing for Kolter Homes. "With the growth and popularity of the sport, pickleball has become an important amenity in our communities across the Southeast, and we are excited to work with Players International Management to bring together a wide range of players to deliver a fun, entertaining experience for our residents, the community of Port St. Lucie and pickleball fans."

Players International Management, Inc. (PIM), organizers of the YellowTennisBall.com Series of over 30 state, national and international United States Tennis Association and International Tennis Federation events, is the event organizer. PIM's goal for the first year is to bring together a field of 200-300 professional and amateur players competing in over 20 divisions, including Men's, Women's and Mixed Doubles events.

Professional divisions will offer approximately \$15,000 in prize money, while all participants that register before October 31, will receive one complimentary ticket to a session of the 2020 Delray Beach Open by VITACOST.com, a fan favorite-event on the men's ATP professional tour.

"We are excited to host the World Pickleball Open at PGA Village Verano's brand new facility and look forward to providing a memorable experience for the participants" says Ivan Baron, Tournament Director and Vice-President of PIM. "We are thrilled to have many of the major pickleball manufacturers involved, and with our creation of a televised highlight show, we will showcase the sport and its passionate players to the Port St. Lucie community and regional audience."

Pickleball is the fastest growing sport in America. Played in both singles and doubles formats, pickleball is a cross between badminton, tennis and ping pong and played by individuals of all ages and skill levels. The

sport has become particularly popular with active adults, and new home community developers such as Kolter Homes are responding with the facilities and programming necessary to provide such great experiences. Every one of Kolter's Cresswind 55+ communities in Florida, Georgia and the Carolinas feature pickleball, including PGA Village Verano which includes a Cresswind 55+ neighborhood within its gates.

Registration opens on August 3, 2019. For more information on the event: [WorldPickleballOpen.com](http://WorldPickleballOpen.com)

For more information on the host location, PGA Village Verano, visit: [CresswindPGAVillageVerano.com](http://CresswindPGAVillageVerano.com).

### **About Cresswind by Kolter Homes**

Spanning four states (Florida, Georgia, North and South Carolina) Kolter Homes' Cresswind portfolio currently features seven active properties – Lake Lanier, Victoria Gardens in DeLand, Charleston, Charlotte, Myrtle Beach, Port St. Lucie and Peachtree City – with more in development. Cresswind communities are designed to help residents live better, longer lives based on the pillars of fitness, nutrition and relationships. The Kolter portfolio also includes PGA Village Verano (Port St. Lucie, Fla.), an age-targeted, master-planned community that offers exceptional resident-only amenities as well as access to championship golf courses.

Cresswind communities feature activity-rich clubhouses with pools, walking and hiking trails, pickleball and tennis courts and numerous other resort-style amenities based on the region. Residences are highlighted by open spaces for entertaining, private owners' suites, separate wings for guests, flexible rooms for dens and offices, and inviting outdoor living areas. Efficient-yet-attractive lawns and landscaping allow for a "low-and-go" lifestyle conducive to ease of travel and convenience.

Boomers represent more than 30 percent of the housing market with many seeking low-maintenance, single-family homes in traditional resort settings, mid-size cities and major metro areas. Cresswind is ideally positioned in these locations with product from \$200,000 to \$800,000 in a variety of floorplans and finishes.

Kolter Homes recently released the Spring edition of their free "Go Guide" specifically designed for active adult homebuyers. This digital guide is a complete resource including features such as tips for selecting the right location; top considerations before buying; personalization options; expert advice on fitness, nutrition and relationships; and "tricks of the trade" from experts about navigating the sales process. The "Go Guide" also includes a "Go Club Pass" which provides prospective residents with access to visit and experience Cresswind and Kolter age-targeted communities' amenities and clubhouses. Kolter Internet Consultants also can provide trip planning and concierge services.

More information: [www.cresswind.com](http://www.cresswind.com).

Event Organizer: Player's International Management, Inc. 330-6003; [WorldPickleballOpen.com](http://WorldPickleballOpen.com)

### **Official Sponsors of Inaugural World Pickleball Open (WPO)**

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