



YMCA of Metropolitan Washington and JOOLA Partner to Strengthen Communities Across the DMV Through Pickleball

Washington, D.C. (April 3, 2025) – The YMCA of Metropolitan Washington and global pickleball brand JOOLA, are excited to announce an impactful initiative dedicated to fostering community connections and promoting wellness through pickleball programs across the District of Columbia, Maryland, and Virginia (DMV) region.

“At the Y, partnerships are more than just collaborations—they’re bridges that bring communities together through shared passion and purpose,” said Pamela Curran, President & CEO of the YMCA of Metropolitan Washington. “Our new partnership with JOOLA represents a dynamic opportunity to expand access to healthy living and active play through the fast-growing sport of pickleball. Together, we’re not just adding a program—we’re creating a movement that invites individuals of all ages and backgrounds to connect, compete, and thrive. Welcome to a new era of play, wellness, and community.”

“Before launching JOOLA Pickleball, my introduction to this amazing sport started with a few pickleball lessons at my YMCA in Maryland,” said Richard Lee, CEO & Owner of JOOLA. “Now, as JOOLA has become a global leader in pickleball, I have the incredible opportunity to give back to the very community that helped me learn how to play this wonderful game.”

Headquartered in Rockville, Maryland, JOOLA’s sponsorship of Pickleball programs at the YMCA of Metropolitan Washington centers around their commitment to positively impact youth and families across the greater Washington DC region.

To that end, a kickoff event entitled “Paddles with a Purpose, powered by JOOLA” is planned at YMCA Bethesda Chevy Chase on May 17th and May 18th, where the event proceeds will benefit the YMCA’s Send a Kid to Camp program.

The kickoff event days will feature the support of TEAM JOOLA’s Touring and Junior Pro pickleball players, including a free instructional clinic for attendees with opportunities to meet the pros, drop-ins, a round robin match, and more.

The event is currently scheduled to start at 10am with a ribbon cutting for the newly dedicated “Richard Lee Court”, which will be the home court for signature pickleball events at YMCA Bethesda-Chevy Chase on Saturday, May 17th.

To learn more about the event, Paddles with a Purpose, powered by JOOLA, please [click here](#). On this site, you can learn the latest event plans and updates, register to participate in kickoff event activities, contribute to the Send a Kid to Camp program, and join a listserv to receive updates about future YMCA Pickleball Experiences powered by JOOLA.

JOOLA is a global leader in pickleball, combining decades of racket sports expertise with innovative technology. With top players like world champion Ben Johns leading their roster, JOOLA is dedicated to building a vibrant pickleball community and shaping the sport’s future. Their commitment to community involvement is evident through their sponsorship of Pickleball programs at the YMCA, positively impacting youth and families across the DMV region.

Together, JOOLA and the YMCA focus on enhancing pickleball programming at YMCA facilities, offering new opportunities for players of all skill levels and special events, like the Ultimate Pickleball Camp, Pro Exhibitions, and Pro-Am Tournaments.

About YMCA of Metropolitan Washington

The YMCA of Metropolitan Washington is a nonprofit organization striving to foster the spiritual, mental and physical development of individuals, families and communities; by all and for all. Through our comprehensive programs and services, we work to enrich communities and ensure that everyone can reach their full potential with dignity. The YMCA of Metropolitan Washington currently operates in 14 locations across the District of Columbia, Maryland, and Virginia. To learn more and support the Y’s impact, please visit www.ymcadc.org.

About JOOLA

JOOLA, originally founded in Germany in 1952, has been a global leader in table tennis equipment for decades. Now headquartered in Rockville, Maryland, the company expanded into Pickleball in 2022, quickly earning recognition for its cutting-edge paddles and commitment to the sport’s growth.

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