

SportsEdTV and Sport Court to Partner in Pickleball Video Library

Production of Pickleball Training Video Library Is First Phase



Miami, Florida Jun 20, 2022 ([Issuewire.com](https://www.issuewire.com)) - [SportsEdTV](#) and [Sport Court®](#), a division of sports flooring leader Gerflor, have entered into an agreement to teach people how to play better pickleball. The collaboration features video and blog content, social media, and co-promotion within SportsEdTV's and Sport Court's marketing ecosystem. The relationship begins with the production of 30 to 50 training videos, staged on a Sport Court pickleball court in South Florida.

"As Sport Court becomes SportsEdTV's official pickleball playing surface, our all-star list of official court designations for great sports organizations will have a new and important member in SportsEdTV and combined, we'll help educate players on technique and strategies, contributing to the amazing growth of pickleball," said Stephanie Corrigan, Sport Court Director of Brand and Product Marketing.

Production of the 30-50 pickleball training videos will be followed by weekly SportsEdTV social media posts in SportsEdTV sports ecosystems, where Sport Court's pickleball products will be introduced to a highly targeted audience. Also, Sport Court owners will receive complimentary SportsEdTV memberships.

Sport Court will display SportsEdTV's identity on its website. Sport Court will be known as

SportsEdTV's Official Pickleball Playing Surface.

"As the leader in building court surfaces in big-time arenas and backyards around the world, Sport Court celebrates the beginnings of passionate athletes' journeys to improve. Their courts are witness to their many firsts, a mirror of how SportsEdTV has been built," said Robert Mazzucchelli, Co-Founder, and Chairman of SportsEdTV.

"Blending pickleball, the fastest growing sport in the U.S., with equally fast and wide growing SportsEdTV and a decades-long leader in sports flooring is a powerful combination. Sport Court has created over 150 million square feet of playing surfaces, and we hope this is the first of other sports collaborations with this great company" added SportsEdTV CEO Victor Bergonzoli.

About [SportsEdTV](#): [SportsEdTV](#) exists to help athletes, coaches and parents LEARN, WIN, and CELEBRATE. We don't expect everyone who uses our learning tools to become a world champion - that's not our mission.

We do expect people who use our educational resources to become their champions, by whatever definition they view success in their chosen sport. For some, success is making the varsity team, for others, it's becoming country champion, and for others still, it may simply be gaining proficiency at a sport that offers a lifetime of fun and fitness. "

To us, no matter your aspirations in sport, if you are striving to improve, you are winning! As a leading sports education media company, we provide FREE video and blog content to anyone in the world with an internet connection.

We also offer a global online community, where athletes, parents, and coaches can interact, connect, chat, share content and find new friends. [SportsEdTV](#) videos feature coaching from world-class coaches and athletes - many of whom are or have coached world champions - and have been watched by viewers in every country in the world.

Media Contact

SportsEdTV

rmazzucchelli@sportsedtv.com

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