

PRESS RELEASE



Dirk Nowitzki and the Deep Eddy Vodka Celebrity Pickleball Showdown Return to the Laplasty Pickleball World Championships in Dallas

- *Dallas Mavericks legend and NBA Hall of Famer Dirk Nowitzki to headline field*
- *[Tickets are on sale now](#) for the event, which will take place the evening of Thursday, Nov. 7 (exact time TBA) - visit [PBWorlds.com](#) for tickets and information*
- *Last year saw a sold-out crowd of 3,000+ and participation from Nowitzki, Scottie Scheffler, Tony Romo, Jason Kidd, Marty Turco, John Isner and the world's best pickleball pros*
- *[Photos and B-Roll from last year's event can be found HERE](#) (Courtesy: Carvana PPA Tour)*



*Dirk Nowitzki during the 2023 Deep Eddy Vodka Celebrity Pickleball Showdown at Brookhaven Country Club
(Carvana PPA Tour)*

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DALLAS (Sept. 25, 2024) - The Deep Eddy Vodka Celebrity Pickleball Showdown returns to the Laplasty Pickleball World Championships, headlined by Dallas Mavericks legend and NBA Hall of Famer Dirk Nowitzki. The marquee event will take place on Championship Court at Brookhaven Country Club, on the evening of Thursday, November 7.

Last year's edition saw Nowitzki, PGA Tour World No.1 Scottie Scheffler, Former Dallas Cowboys star Tony Romo, Dallas Mavericks Coach Jason Kidd, Dallas Stars legend Marty Turco and tennis champion John Isner join the PPA Tour's top pickleball pros in front of a sold-out crowd of 3,000+ fans.

"For me the amazing thing is to see how far this thing has come ... This is like rockstar level," said NBA legend Dirk Nowitzki before taking the court at last year's event. "I'm super impressed with the set-up, how many players are here. It is insanity on another level, how big this sport has gotten."

Inducted into the Naismith Memorial Basketball Hall of Fame in 2023, Nowitzki played 21 seasons with the NBA's Dallas Mavericks and won an NBA title in 2011. Nowitzki is the only player in NBA history to play for a single franchise for 21 years. A 14-time All-Star, the power forward was named NBA MVP in 2007.

"Deep Eddy Vodka is all about bringing people together for good times," said Julie Cole, Brand Director for Deep Eddy. "We're thrilled to partner with the PPA again to host the Deep Eddy Vodka Celebrity Pickleball Showdown and bring our Texas-made spirit to Dallas for an incredible event."

"The Deep Eddy Vodka Celebrity Pickleball Showdown was one of the highlights of the 2023 event - the stands were packed and the energy of the fans was palpable," said Connor Pardoe, Founder and CEO of the Carvana PPA Tour. "Dirk Nowitzki is a Dallas sports legend, and we're so excited that he's coming back to play in the showdown!"

Last year's Deep Eddy Vodka Celebrity Pickleball Showdown proved to be a rousing good time for participants and fans alike with legendary Dallas Cowboys quarterback Tony Romo behind the mic, PGA Tour's World No. 1 Scottie Scheffler, tennis champion John Isner, Dallas Stars legend Marty Turco, Dallas Mavericks Head Coach Jason Kidd, and NBA legend Dirk Nowitzki all taking the court for a night of competition with PPA Tour professionals Anna Leigh Waters and Ben Johns. Nowitzki also escaped with Deep Eddy Vodka's "Most 'Funnest' Player Award" last year.

This year's event promises to be yet another great pickleball exhibition. More participants are yet to be announced and will surely provide fans with more great memories to be enjoyed for a lifetime.

Thousands of amateur and professional players are expected to compete at the Lapiplasty Pickleball World Championships on 80-plus courts, and thousands more fans and attendees are expected to take in the pickleball action and enjoy the festivities on Pickleball Boulevard at Brookhaven Country Club.

Individual tickets for the Lapiplasty Pickleball World Championships, along with week-long passes, and tickets for pickleball clinics and special events on-site at Brookhaven are available now. [Click here](#) for purchase information.

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About Carvana PPA Tour:

Founded in 2019, the Carvana PPA Tour is where pickleball's top athletes go head-to-head to determine the best male and female players in the world. The Carvana PPA Tour organizes and conducts tournaments at world-class facilities across the country, establishes player rankings, and showcases the world's best pickleball week in and week out. Inviting amateur players to also compete and "play where the pros play," the Carvana PPA Tour offers divisions for every age group and skill level. Characterized by a uniquely festive and fun atmosphere, Carvana PPA Tour events deliver unparalleled experiences for fans on-site, including pro player meet-and-greets, clinics, food, beverages, live entertainment, giveaways, games, shopping, and VIP upgrades. For more information, go to www.ppatour.com, and follow us on social: [Twitter/X](#), [Instagram](#), [YouTube](#), [Facebook](#), [LinkedIn](#).

About Deep Eddy Vodka:

Deep Eddy Vodka is a high-quality vodka with an even higher purpose: to bring people together for good times. Created in Austin, Texas in 2010, it was named after a beloved

city swimming hole, a place known locally for lively crowds and laid-back fun. The brand embodies everything essential to Austin— sunshine, stellar vibes and ample excuses to get together with friends. The result is a refreshing family of real vodkas made with real ingredients for real fun. All meant to be enjoyed however, wherever and with whatever you like. The company's line of products includes Deep Eddy Original Vodka, Deep Eddy Sweet Tea Vodka, Deep Eddy Ruby Red Vodka, Deep Eddy Cranberry Vodka, Deep Eddy Lemon Vodka, Deep Eddy Peach Vodka, Deep Eddy Orange Vodka, Deep Eddy Lime Vodka, Deep Eddy Vodka Hard Seltzers, and Deep Eddy Vodka Tea Hard Seltzers. An Established Growth Brand according to Beverage Information Group, Deep Eddy Vodka is recognized for its unique production process and incorporation of real, natural ingredients in its flavors. More information on the brand can be found at [@DeepEddyVodka](#) on [Facebook](#), [Twitter](#) and [Instagram](#), or at www.deepeddyvodka.com.

Contact:

Jeff Watson | PPA Tour | 817.944.2298 | j.watson@ppatour.com

Jonathan Deutsch | Tony Fay PR | 469.534.8525 | jonathan@tonyfaypr.com

Tony Fay PR | 2626 Cole Ave Ste 300 | Dallas, TX 75204 US

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