



City of Miami Beach, 1700 Convention Center Drive, Miami Beach, FL 33139, www.miamibeachfl.gov

OFFICE OF MARKETING & COMMUNICATIONS, Tel: 305.673.7575

Melissa Berthier, Email: melissaberthier@miamibeachfl.gov

Matt Kenny, Email: mattkenny@miamibeachfl.gov

Press Release

FOR IMMEDIATE RELEASE

Sept. 29, 2023

Miami Beach Hosts Inaugural Pickleball Tournament

— *The South Beach Slam Powered by Fisker is coming to Lincoln Road* —

Miami Beach, FL – Amateur pickleball players from around the United States will dink and drop their way to Miami Beach’s popular Lincoln Road this November for a chance to share \$12,000 in prize money and \$6,000 in equipment giveaways when the first-ever South Beach Slam lands in the iconic city from November 17–19.

“We’re excited to host the city’s very first pickleball tournament and welcome hundreds of picklers to Miami Beach,” shared City Manager Alina T. Hudak. “Sports-related tourism is one of the fastest-growing segments of the travel industry and we believe America’s love for pickleball will equal their love for Miami Beach — with our pristine beaches, beautiful hotels, plentiful recreational amenities and elevated cultural experiences.”

The South Beach Slam powered by Fisker is a 10-court, waterfall-style tournament that is open to amateur players of all ages provided they have a free Dynamic Universal Pickleball Rating (DUPR). Registration costs \$175 per person and players can sign up as an individual and be paired with another registrant of a similar skill level or they can sign up with a teammate. To register for the tournament or find out how to obtain a DUPR rating, visit www.SouthBeachSlam.com.

Miami Beach residents and visitors are invited to watch the doubles tournament in the municipal parking lot at 1665 Lenox Ave, or attend a free pickleball clinic or lesson on Friday, Nov. 17, 2023. Spectators can attend the tournament free of charge and are welcome to bring their furry friends as long as they keep them leashed and away from fenced-in play areas.

Fisker Inc., a California-based electric-vehicle startup co-founded by designer Henrik Fisker, is the official sponsor of the South Beach Slam. One of the company’s brand pillars is sustainability, so Fisker is excited to join Miami Beach as the city seeks to reduce its environmental impact and promote sustainability in general. Fisker will bring three new Fisker Ocean all-electric SUVs to the event, each of which uses over 100 lbs. of recycled materials in their construction.

“We’re thrilled to partner with Miami Beach as the official sponsor of the South Beach Slam,” said Fisker spokesperson Matthew DeBord. “Pickleball is booming, and so is sustainability! Our customers have responded enthusiastically to the fact that the Fisker Ocean has the lowest carbon footprint of any electric SUV on the market, and we think the residents of Miami Beach and tournaments attendees will have a great experience with our vehicle. After all, with our headquarters in Manhattan Beach and our first vehicle named ‘Ocean,’ we already have a lot in common.”

The event is made possible through partnerships with the Greater Miami Convention and Visitors Bureau, the Miami Beach Visitor and Convention Authority, the Lincoln Road Business Improvement District, Major League Pickleball, DUPR and Oak View Group. The Loews Miami Beach Hotel will serve as the official host hotel and is offering participants and attendees a special promotional rate of \$249 per night while inventory lasts.

Players can stay well hydrated and fueled at “The Kitchen” by Yard House. PepsiCo Beverages North America, through their exclusive 10-year, plastic-free partnership with the city, is the official nonalcoholic beverage partner of the tournament. Red Bull serves as the official energy drink. Participants will also be able to use their wristbands for discounts and promotional offerings at various Lincoln Road stores and restaurants throughout the weekend, including Nike Lincoln Road where registration packages will be picked up.

For sponsorship opportunities, contact Greg Carney at gcarney@oakviewgroup.com

###

*To request this material in alternate format, sign language interpreter (five-day notice required), information on access for persons with disabilities, and/or any accommodation to review any document or participate in any city-sponsored proceedings, call **305.604.2ADA** (232) and select 1 for English or 2 for Spanish, then option 6 to leave a message with your request. TTY users may call via 711 (Florida Relay Service) to communicate with the City. You can also make your request online at www.miamibeachfl.gov/ada by selecting ADA request”*