

FOR IMMEDIATE RELEASE

Breaking News: Golf Clubs Embrace the Pickleball Phenomenon!

As pickleball gains popularity, golf clubs nationwide are recognizing the demand for this exciting sport among their members. In response, Lighthouse Sports is thrilled to announce the launch of a new line of bags specifically designed to seamlessly transition women from the golf course to the pickleball court.

Discover our stylish and functional pickleball totes and backpacks, meticulously crafted for both the golf course and the pickleball court. Made with the highest quality materials, our bags feature dedicated pockets for essentials like water bottles, phones, and keys. Lightweight, innovative, and well-designed, our bags ensure you never forget any essentials for your sport.

Key Features:

- **900 Denier Nylon Exterior:** Lightweight, durable, water-resistant, easy to clean.
- **Strong, Adjustable Sport Straps:** For ease of wearing and carrying.
- **Multiple Pockets for Essentials:** Including insulated pockets, felt-lined pockets, exterior pockets, back pockets with key leash, dedicated paddle pockets, and zippered interior pockets for organized storage.
- **Convenient Hook:** For hanging on carts or fences during play.

Benefits to Customers:

1. **Room for All Your Essentials:** Everything in one place, easy to find.
2. **Stylish and Chic:** The perfect blend of style and sport, on and off the course.
3. **Unmatched Functionality:** One bag, endless possibilities. Design, innovation, and functionality for multiple sports.

Availability and Pricing:

- Styles include two totes and two backpacks, available in Black, Lavender Grey, and Pink. Navy will be available in February.
- Retail prices are \$125 and \$135.
- Personalization options include club logos or monograms.

Quotes from Founder: Wendee Lunt, Founder of Lighthouse Sports, commented, "I have been an avid pickleball player for ten years, but until now, there was not a stylish bag with lots of functionality. Having worked in merchandising and marketing at luxury accessories companies, including Tumi, Coach, and Tory Burch, I wanted to fill that void with bags that combine exceptional performance with elegant design, catering to the needs of our discerning customers."

Availability: The new pickleball bag collection is available on our website, www.lighthousespts.com, and at select country club pro shops, tennis retailers, and specialty gift stores.

For media inquiries, product samples, or interviews with Wendee Lunt, please contact [Media Contact].

About Lighthouse Sports: Lighthouse Sports is a leading provider of innovative and stylish sports accessories, founded by Wendee Lunt, a pickleball enthusiast with a background in merchandising and marketing at luxury accessories companies. The company is dedicated to delivering exceptional performance and elegant design, catering to the needs of discerning customers.

