



**FOR IMMEDIATE RELEASE**

**BOAST, THE ORIGINAL AMERICAN TENNIS BRAND, TO BE FEATURED IN “THE RETREAT” AT THE 2026 PGA SHOW**

***— The iconic heritage brand amps up its presence with an elevated booth experience amid the PGA Show’s rapidly expanding racquet sports lineup, January 20–23, 2026 —***

**PALM BEACH, FL (November 7, 2025)** – With racquet sports continuing to make waves at the annual PGA Show, **BOAST**—the original American tennis brand—will debut an all-new presence in “**The Retreat**,” an exclusive area dedicated to lifestyle and sport brands. The immersive booth experience will spotlight BOAST’s rich tennis heritage, premium design, and unmistakable American attitude.

Founded in 1973, BOAST emerged as the bold American counterpoint to European tennis apparel mainstays. From its roots on the court and in country clubs to its influence across pop culture, BOAST has remained true to its heritage—celebrating the irreverent, self-assured, and effortlessly cool spirit of those who play on their own terms.

As the PGA Show continues to embrace the growth of racquet sports, BOAST’s elevated presence underscores the brand’s role in shaping a new era for multi-sport enthusiasts—welcoming new players to the game while rekindling nostalgia for those who remember tennis at its most iconic.

**Attending the PGA Show? Visit BOAST at Booth 7255.**

For more information on BOAST, please visit: [www.boastusa.com](http://www.boastusa.com). Follow us @boast for news on products, events, and happenings.

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**About BOAST**

BOAST was founded in 1973 and is the Original American Tennis Brand. Born from a spirit of lighthearted irreverence, BOAST injected wit and attitude into the traditional country club sports culture—offering a distinctly American take on the sport and leisure lifestyle that defined the era, standing apart from the European tennis brands of the time.

Now under new ownership, BOAST is building on its classic lifestyle aesthetic and deep tennis roots to engage a new generation of fans—while staying true to those who have always appreciated its heritage. BOAST apparel features timeless silhouettes and refined details crafted from elevated materials, including Peruvian Pima cotton, warp-knit, and whisper-knit fabrics—designed for both sport and everyday pursuits.

For more details on BOAST apparel and accessories, please visit [www.boastusa.com](http://www.boastusa.com).

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