



**FOR IMMEDIATE RELEASE**

**RECS Media and Selkirk Pickleball TV Join Forces to Launch "Pickleball Fountain of Youth" Video Series, Hosted by Steve Paranto**

**[Portland, OR] – [Nov. 11, 2024]** – RECS Media is excited to announce its partnership with Selkirk Pickleball TV to distribute the highly anticipated video series, "Pickleball Fountain of Youth," hosted by Pickleball Hall of Famer Steve Paranto. This innovative series will delve into the vibrant world of pickleball, offering viewers insights from an array of experts and enthusiasts who share a deep-rooted passion for the game and for helping aging players retain their edge.

With almost 50 years of pickleball experience, Paranto is one of the most consistent and respected contributors to the game. His involvement includes equipment innovation and rules adaptations, and he has served as an advisor to both USA Pickleball as well as the Pickleball Hall of Fame, to which he was inducted in 2019. His unique place in the sport invariably leads to engaging and enlightening discussions with his guests. Topics explored include wellness, the rapidly evolving equipment environment, and the rich history of the sport, tracing its roots back to the early days in the Puget Sound region where he grew up and first learned to play.

In addition to the video series, "Pickleball Fountain of Youth" is available as an audio podcast across all major platforms, making it accessible to fans and newcomers alike, whether they prefer to watch or listen.

"Partnering with Selkirk Pickleball TV allows us to reach a wider audience and promote the incredible journey of pickleball," said Kevin Richards, Co-Owner at RECS Media. "Steve's wealth of knowledge and experience in the sport will inspire and educate viewers about the benefits of pickleball, both physically and mentally."

Selkirk Pickleball TV's commitment to promoting the sport aligns perfectly with the series' mission to showcase the game's history and the community surrounding it.

"We are thrilled to collaborate with RECS Media to bring this unique content to pickleball enthusiasts everywhere," said Cooper Deck, Selkirk Media Director. "This series not only celebrates the sport's heritage but also provides important and insightful information for anyone who desires to reach and maintain their peak level, regardless of age."

The "Pickleball Fountain of Youth" video series premiered in 2023, and episodes are available weekly on Selkirk Pickleball TV's platform and as a podcast.

For more information, to schedule interviews, or to request promotional materials, please contact:

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