

3rd October 2023 - Melbourne, Australia –

The National Pickleball League today announced Aqualove, Australia's most innovative, environmentally friendly alkaline water brand, as the Official Water Sponsor of the NPL.

With its brand-new infinitely recyclable aluminium cans – Aqualove's partnership with NPL will provide all NPL customers with still & sparkling alkaline spring water that is the best tasting, the healthiest and the most environmentally friendly water product in the industry.

The sponsorship will see Aqualove water cans in all NPL Pickleball venues, at all pop-ups, corporate events and NPL tournaments and will include sponsorship of NPL Season 1 - the flagship professional Pickleball teams league of Australia, launching in March 2024 with \$100,000 Prize Money.

Aqualove, formed in 2017 has recently made the decision to 'give plastics the can' and move away from single-use plastic packaging entirely. Both Aqualove and NPL are fun, youthful, premium brands with a clear goal to do good for the community. Aqualove products provide multiple drinking options for people in all social scenarios; including the most social sport of them all – Pickleball.

"At the NPL, we want to partner with brands doing great things but who can also provide incredible value to our members. Aqualove shares every one of the NPL's core values – doing good, having fun, unity & inclusion and being world class. Everyone needs water, especially when playing sport and to be able to provide our customers the highest quality, healthiest and most environmentally conscious water product in Australia is an opportunity we grabbed with both hands." – Ron Shell (CEO of the NPL)

"The opportunity to align with the NPL is a perfect fit for Aqualove and one that I'm really excited about. Both brands have a desire to be wonderfully different and provide amazing value, fun and a health focused product to our respective consumers. There's no doubt that the NPL will be a huge boost for pickleball in Australia and we're looking forward to being along for the ride courtside." – Ricky Herbert (Founder, Aqualove)

Keep an eye out for the slick new Aqualove range at the soon-to-open NPL's Pickleball super-site in South Melbourne.

About National Pickleball League (NPL)

NPL is the premium pickleball organisation of Australia. The NPL brand offers Australia's professional national league, tournaments, corporate days, school/university programs, social leagues, events & introductory Pickleball days. NPL aims to build the total number of Pickleball players in Australia via professional league pathways, marketing, content & venue investment. NPL aims to expand its product internationally in 2024.

Key Information

Website: www.nplpickleball.com.au
Instagram: [@nplpickleball](https://www.instagram.com/nplpickleball)
Facebook: [@nplpickleball](https://www.facebook.com/nplpickleball)
Twitter: [@nplpickleball](https://twitter.com/nplpickleball)

About Aqualove

Dive into the refreshing world of Aqualove, where we're anything but ordinary. While other waters may tread the same old path, we're here to shake things up and make a splash! Our products are as unique as the incredible individuals who enjoy them, and we're committed to doing it sustainably. Our new aluminum cans not only quench your thirst for healthier choices but also help protect our planet.

Key Information

Website: www.aqualovewater.com.au
Instagram: [@aqualovewater](https://www.instagram.com/aqualovewater)
Facebook: [@aqualovewater](https://www.facebook.com/aqualovewater)

For further information please contact:

Ron Shell

CEO - NPL

ron@nplpickleball.com.au

Ricky Herbert

Founder – Aqualove

Ricky.h@aqualovewater.com