

## Squealing Pig Summer of Love and NPL Venue Launch Party

### MEDIA RELEASE

28<sup>th</sup> November 2023

Squealing Pig Wines, a major sponsor of the National Pickleball League, officially launched their 2023/2024 Summer of Love campaign at the grand opening of the NPL's new indoor Pickleball facility in Melbourne on Thursday last week.

The new NPL Pickleball facility, known as 'The Jar', is the first indoor Pickleball supersite in Australia – with 4 championship hardcourts, 150+ person event space, beverages on premises and host to social events, corporate events, tournaments, leagues and casual court bookings.

The Squealing Pig 'Summer of Love' campaign promotes playfulness, positivity and inclusiveness across the best season of the year, and as part of this campaign, Squealing Pig Wines is also the wine partner of the Australian Open and Mardi Gras in 2024.

Both the NPL and Squealing Pig, are youthful, vibrant, exciting brands that challenge the status quo of their respective industries being old and stuffy, with a new-age, inclusive approach. Launching the Summer of Love at the NPL's newest venue was a perfect way to showcase Pickleball – the most inclusive, social and welcoming sport in the world; best enjoyed with family and friends over some Squealing Pig Wine cans and great music and food.

The launch party featured DJ Emma Peters on the deck entertaining a 100-person guest list across media, lifestyle and sport with many playing Pickleball for the first time. From here, Squealing Pig and the National Pickleball League plan to delve into a summer of "Piggleball", featuring content, events and giveaways designed to promote the hottest new couple in town – a Pig and a Pickle.

NPL South Melbourne - The Jar is now officially open to the public 7 days a week, opening at 6am and closing at 10pm on weekdays (7am-6pm on weekends) with the plans to fast-track the adoption and participation of Pickleball. At an estimated 30,000 nationwide participants, the NPL hopes to increase that to 1million by the end of 2025.

Squealing Pig's much loved wines will be available at The Jar to all Pickleball fans and throughout both the Australian Open and Mardi Gras festival in 2024.

Watch out for the Pickle and the Pig to take over during Squealing Pig Wines' much vaunted Summer of Love campaign from November 2023 to March 2024.

Launch Video & Photography: <https://www.nlpickleball.com.au/gallery>

- Video Credit: Hugh Warne, Alt-Tab Media House
- Photography Credit: Laura Cossens, LAC Media

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**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.

Website: [www.nplpickleball.com.au](http://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 Squealing Pig:**

Squealing Pig is a tale about a pig who wanted more from life than just his pig pen. Keen on wine, but not a fan of the bore that you get with it, he began his adventure in 2010 making sauvignon blanc in the Squealing Pig Vineyard in Marlborough, New Zealand. Keen to experiment with some smokin’ hot new varieties and styles, he soon spread his wings to Central Otago, before globetrotting the world. No matter where this little pig finds himself – New Zealand, Australia, Argentina, France, Italy – the Squealing Pig style remains the same: to make cracking wines that are approachable, flavour-packed and pair brilliantly with no-fuss foods... and to have more fun than anyone else doing it. Relax everyone, it’s just wine.

Website: [www.squealingpig.com/en-au](http://www.squealingpig.com/en-au)

Instagram: [@squealingpigwines](https://www.instagram.com/squealingpigwines)

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