



 **SEPTEMBER 20**

 **FALL HOURS**
BEGIN OCT. 1

OPEN @
08:00 AM



REGISTERED !

889




2024
PICTONA OPEN
SPONSORED BY:

emerge
Insurance Services

WOW! 889 Players have registered for next weekend's Pictona Open by Emerge Insurance Services.

Not only is this the kick-off to tournament season, this is also the **LARGEST** tournament that Pictona runs! From Sept. 26-29, 889 players from all over Florida and the U.S. will descend on Pictona for an exciting weekend of play!

We are thrilled with the turnout for our annual Pictona Open, but please note, **due to the number of players registered on Sunday, we will have to use all 49 courts here at Pictona, that includes courts 1-8.**

We always try and reserve courts 1-8 for our members, however, due to the great interest and success of the Pictona Open, we need to use these courts on Sunday for tournament play. We are thrilled to have over 530 players signed up to play on Sunday – this is a testimony to our outstanding facility and the great work from both our staff and our volunteers who help make our tournaments run so smoothly! The best tournaments in Florida are at Pictona.

Thank you for your support!

VOLUNTEERS STILL NEEDED FOR THE PICTONA OPEN! [CLICK HERE!](#)



\$50
Pictona Gift Cards!

If you're playing in this **Saturday's Dink 'N Drink** event, *you'll have the opportunity to enter the raffle for a chance to win one of five \$50 Pictona Gift Cards! Winners will be selected on Saturday, September 21st, at 7:30 PM ET.*

Win with Emerge Insurance Services: Title Sponsor of the 2024 Pictona Open

Emerge Insurance Services is thrilled to be the title sponsor for this year's Pictona Open, where nearly 900 players will compete, showcasing the growing popularity of pickleball. At Emerge, their mission goes beyond just offering cash benefits for accidental injury expenses on and off the court—they're committed to helping you avoid injuries and unexpected costs.

Recent insights from The Dink Pickleball highlight that the injury risk in pickleball is higher than anticipated, especially for players over 50. **Did you know that 90% of pickleball injuries impact players over 50?** It's a sobering statistic, reminding us all to stay vigilant on the court.

Many people believe their health insurance will cover everything, but high-deductible plans could leave you with significant out-of-pocket expenses. **In 2024, the out-of-pocket limit for a High-Deductible Health Plan is \$8,050 for individuals and \$16,100 for families.** These costs can quickly add up when combined with medical bills and lost wages.

Emerge Insurance Services wants you to know your deductible so you can plan ahead and fill any coverage gaps. **Watch the video** to discover how Emerge helps people close the gap on accidental injury expenses. *Plus, enter the raffle for a chance to win one of five \$50 Pictona Gift Cards! Winners will be selected on Saturday, September 21st, at 7:30 PM ET.*

Don't miss out—**click the link to learn more and enter the drawing today!**

Injuries Happen...
Your Health Insurance
Is NOT ENOUGH.

Fast + Easy to Enroll

Affordable Protection

Cash \$ Benefits Paid Directly to You

2024 Pictona Open Sponsor

Get 25% More Benefits
for organized sports injuries

Proud Accidental
Injury Insurance Partner

emerge
Insurance Services
www.emergepickleball.com

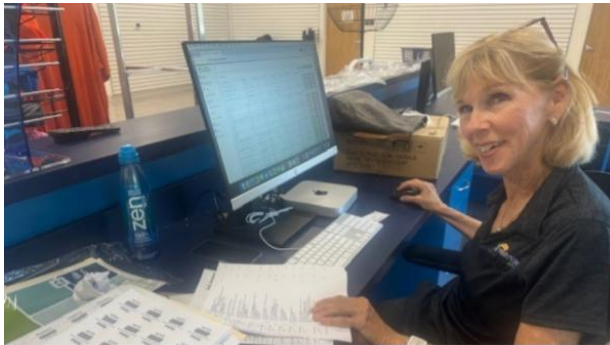
Close The Gap
On Accidental Injury Expenses!



Get Covered Today!



PLAYER SHOP



Opening Monday, September 23!

□ Get ready! Our brand-new Player Shop swings open its doors on Monday, September 23rd at 8:00 AM. Stop by to explore our fabulous selection of merchandise that will elevate both your game and your style. Ladies, you won't want to miss the latest collections from Lucky in Love, Tail, and Pickleball Bella that will have you looking as fierce as your backhand!

Guys, we've got a fresh color of our beloved Pictona shirt and we've now got a new selection of shorts!

Plus, check out our trendy Tifosi Eyewear, sleek SIC water bottles, and a few new paddles that are practically begging to be taken for a spin. □



High School Leagues in October

Our Fall High School League is open to any high school student in Volusia and surrounding counties. We welcome you to join us for a **FREE** high school pickleball ladder!

Please join us from 3:45pm-5:45pm on the following Wednesdays:

- October 2nd - Orientation AND first day of play. *It's important to be here on the first day you can be placed properly for the remainder of the league.*
- October 16th
- October 23rd
- October 30th
- November 6th
- November 13th
- November 20th

October 2nd: *Program orientation & welcome: Open house and open play for level placement - meet on Championship Court in Metro Health Stadium at 3:45 pm.*

Players must register each week in CourtReserve to play! New to Pictona? Save time and fill out a player profile prior to arriving. *Pictona's Junior Pickleball Program is proudly sponsored by Brown & Brown.*

**Register for the Beginner League
HERE**

**Register for the Intermediate League
HERE**



Camp Pictona will once again be holding 3-day camps this fall and winter for beginner and intermediate levels. Pictona instructors are highly experienced at teaching pickleball players how to improve their games. Camp Pictona will not only provide you with a warm escape, but will provide quality instruction and lots and lots of playing opportunities help make that winter seem much shorter!

For more information, including how to register click **HERE**.

Camp Dates:

- December 11-13, 2024: Skill level 2.5 - 3.0
- January 28-30, 2024: Skill level 3.0 - 4.0
- February 18-20, 2025: Skill level 3.0 - 4.0
- March 12-14, 2025: Skill level 2.5 - 3.0



INSTRUCTION

"Daniel is an asset to Pictona. His demeanor is excellent; he was there ahead of time, prepared, and stayed after and spent extra time making my experience very pleasant, personal, and fun! He even gave me his personal information in case I had any follow-up questions later on. I have taken many classes and private lessons at Pictona with many different instructors and have had nothing but great experiences with each and every one of them. They are all very approachable, my concerns have always been addressed, and they are all very patient, professional and knowledgeable.

-Deborah Frugoli



Ball Machine Practice - PB 203 with Daniel Sullivan!

NEXT CLASS - Monday - September 23

Learn drills to do with the Lobster, work on technique of shots, and learn how to operate the settings of the machine. Walk away with a guide to using the settings of the lobster and an extensive list of ball machine drills to refer back to when renting the machine. **This class is a prerequisite to renting the ball machine.**

Class Prices are \$50 through October - Register [HERE!](#)



BRAGGING RIGHTS



Chase Blocker, Pictona Instructor, successfully qualified for his second PPA Pro Main Draw appearance, this time on center court alongside Zandrux Acob. Chase and Zandrux played a tough match, but ultimately lost to Jack Sock and Collin Shick 9-11, 7-11.

Click on the video above to see the match (starts at 3:19:00). A few minutes into the match the announcer mentions meeting Chase at Pictona!



Where in the World is Pictona?

Bob Finnick and Cindy Hollomon, with a wife of the village Chief, on September 18 while visiting a Maasia Village in Tanzania, Africa. Cindy described the trip as "an amazing life experience."

If you find yourself traveling about in your Pictona gear, snap a photo and share it with us at Marketing@pictona.org. You may just find included in an upcoming newsletter!



Congratulations Jason Bruce!

Jason (in the red shirt in the group photo) participated in the JOOLA National Junior Tournament in Orlando. He won GOLD in the team play and made playoffs in Singles 15-18 year old Advanced Play. In addition, Jason was one of the youngest players since he had a birthday recently, and had to move up to the next division.

Way to go Jason!

If you've participated in a tournament outside of Pictona and would like to share your winning photos, please send your info to Marketing@pictona.org.



POP! PLAY

**PICTONA
ORGANIZED
PICKLEBALL**



OCTOBER FLEX LEAGUES
PAY-AS-YOU-OPT-IN FORMAT! **8+ DAYS OF PLAY!**

October Flex Leagues are open for registration! Start time for morning Flex is NOW 9:00 AM!

Sign up for the 2.50 - 3.49 League [HERE](#).

Sign up for the 3.0 - 3.99 League [HERE](#).

Sign up for the 3.5 - 4.0+ League [HERE](#).

Sign up for the Women's 3.0 - 3.99 Flex League [HERE](#).



TOURNAMENTS



\$ 2K PRIZE POOL! NEW!
GENERATIONS
PICKLEBALL TOURNAMENT

SAVE \$20 !

Registration
discounted until
September 29

Generations Pickleball Tournament

What is “Pictona Generations” about? The Pictona Generations Tournament offers two exciting *new formats* that are not part of traditional pickleball tournaments. **The goal of BOTH new formats is to bring together different generations of pickleballers. *Can't find a partner? Let Pictona help by signing up under Players Needing A Partner.***

NEW! \$2K Prize Pool! (\$1K each Day)

- All Gold Medal Winning Teams will be entered.

- One lucky team will be have their names drawn after the last gold medal match of the day.
- *Teams do not have to be present to win.*

Register for the Generations Tournament [HERE!](#)



50+ Pickleball Players - This tournament is just for you!

The US Senior Pickleball East Championship will be at Pictona the first weekend in December! Brackets/Events will be round robin with pool play for events with large numbers of teams, single elimination brackets to follow. Players are guaranteed 4 matches per event. And yes! - there's Singles!

Register for the USSP East Championships [HERE](#)

ARROW  

ROOKIE

PICTONA @ HOLLY HILL *Rally*

JANUARY 11 - 12, 2025

If you're relatively new to pickleball and you're working on mastering your skills, then the Arrow Rookie Rally at Pictona is a tournament just for you. It is your opportunity to play others of like skill and age in a fun round robin format.

Team up with your partner to play men's, women's, and mixed doubles at the 2.5 and 3.0 skill level.

Register for the Arrow Rookie Rally [HERE](#) !

More **PICTONA TOURNAMENTS !**

2024	PICTONA OPEN BY EMERGE INSURANCE SERVICES SEPTEMBER 26 - 29	GENERATIONS TOURNAMENT OCTOBER 24-27
	EMBRY RIDDLE UNIVERSITY COLLEGE TOURNAMENT OCTOBER 5	DAYTONA BEACH CLASSIC NOVEMBER 15-17
	NCPA REGIONAL TOURNAMENT OCTOBER 12-13	USSP EAST CHAMPIONSHIPS DECEMBER 6-9
		PPA TOUR DECEMBER 18-22
		2025 ARROW ROOKIE RALLY JANUARY 11-12





CLICK HERE FOR SAVINGS WITH OUR LODGING PARTNERS!





THE KITCHEN AT PICTONA



NEW HOURS!

The Kitchen will close
on Sundays at 5pm.



MEATLOAF MONDAY!
HERE FOR THE SEASON!
EVERY MONDAY, ALL DAY!



Weekly SPECIALS in The Kitchen!

Meatloaf Monday is here for the season! Every Monday, all day!

Sept 23-29

Due to the Pictona Open Tournament, The Kitchen will not be offering a special.

Sept 30- Oct 6

Pictona Flatbread Pizzas!!! Your choice of pepperoni or cheese on our crispy flatbread crust. Homemade Pizza sauce, shredded mozzarella, and sliced pepperoni. What's not to love?



Florida Health Care Plans



An Independent Licensee of the Blue Cross and Blue Shield Association



ACTIVITY & EDUCATION CENTER

Medicare 101

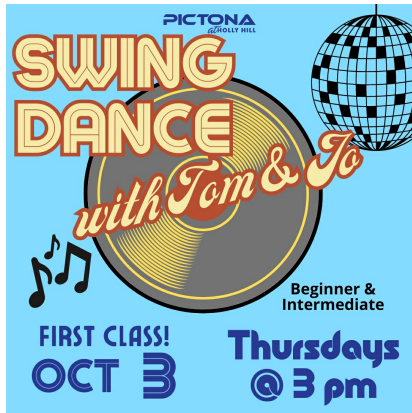
FHCP breaks down the basics of Medicare!

October 2, 2024
1:00 - 2:00 PM
Pictona Osprey Room



Want to Learn More About MEDICARE?

Representatives from Florida Health Care Plans will be at Pictona on October 2nd from 1:00 - 2:00 pm in the Osprey Room to answer questions.



PICTONA @ HOLLY HILL

SWING DANCE

with Tom & Jo

Beginner & Intermediate

FIRST CLASS!
OCT 3

Thursdays @ 3 pm

SWING DANCE LESSONS!
Get in the Swing and join Tom & Jo!
In the **NEW FHCP ACTIVITY CENTER!**

Humana



HUMANA EDUCATION CENTER

THE METROHEALTH EXPERIENCE AT PICTONA



METRO HEALTH
Dedicated Primary Care for Seniors

PRESENTED BY

& Humana

FREE DRAWING!

MEDICARE 101

SEPTEMBER 25 @ 11 AM

**IN THE HUMANA EDUCATION CENTER AT
(INSIDE HERON ROOM)**

**FOR QUESTIONS OR TO RSVP BY PHONE
CALL: (386) 463-0522**

Medicare 101

SEPTEMBER 25 at 11:00 am in the Humana Education Center.

Questions and RSVP: 386-463-0522

**BEFORE THE SHOW!**

S.R. PERROTT PRESENTS

OKTOBERFEST**CLICK HERE!**

Join us before the Huey Lewis tribute concert on **October 11th** in MetroHealth Stadium for **Pictona's Oktoberfest** celebration!

From 5:30 pm to 7:30 pm, S.R. Perrott will have tents in the Aetna Gardens where you can indulge in free beer and wine samplings—just remember to bring your ticket to The Depot to snag your wristband (and don't forget your ID!).

Treat your taste buds to our delicious **Oktoberfest Dinner** for just \$20, featuring authentic dishes like Beer Brats, Sauerkraut, Pork Schnitzel, and more, topped off with a slice of decadent Chocolate Cake.

Sign up for the **FREE** Huey Lewis Tribute Concert, the **FREE** beer & wine tasting, or the German Dinner Buffet (or all of them!) [HERE](#).



Pictona will be hosting the Pickleball Senior Games in October! Anyone 50+ is eligible to participate in any or all of the 10 sporting events. To find out more, Click [HERE!](#)



SPONSORS



When you're looking for a beachfront hotel in Daytona Beach, look no further than our **Comfort Inn & Suites Daytona Beach Oceanfront**. Here, you'll get the kind of amenities you need to help you play your best. As a guest of our smoke-free hotel, you'll enjoy a free hot breakfast each morning open at 7 am and free WiFi throughout the hotel. After your pickleball games, take a refreshing dip in our sparkling outdoor pool overlooking Daytona Beach. We have guest laundry services to freshen up your pickleball clothes each day of the tournament.

Feel free to bring take-out food to our sensational deck, that's located right next to the famous Ocean Deck Restaurant and Beach Bar.

Join us for Pickleball Happy Hour featuring our Pickleball Cocktails! Register at the Comfort Inn & Suites and receive the special 15% Pictona Discount at **THIS LINK**. Or you can call directly @ 386-252-2378 and

Leave us a Review!



We'd love your feedback! Please take a moment to review us on [Yelp](#), [TripAdvisor](#), or [Google](#)! Your'e feedback will help us ensure we continue to be the state-of-the-art facility you love!



Pictona was built through a public-private partnership with the City of Holly Hill and Martens Charities, and \$2.9 million in Volusia County **ECHO** grants.





Try email marketing for free today!