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# Life Time Announces Groundbreaking Singles Pickleball Tournament in October - LT Open - with \$250,000 Prize Purse

*New tournament at Life Time Peachtree Corners in Atlanta features grand prize of \$50,000 for top male and female*

CHANHASSEN, Minn., July 22, 2025 /PRNewswire/ -- [Life Time](#) (NYSE: LTH), a leading owner and operator of more than 800 dedicated pickleball courts across North America, today announced its inaugural pickleball tournament, the [LT Open](#). Dedicated to elevating singles play in the sport, the tournament will take place from October 11-19 at [Life Time Peachtree Corners](#) in Atlanta.

The LT Open will feature both men and women elite players competing in separate qualifier brackets starting Oct. 11, with 16 men and women advancing to the championship bracket. Pickleball fans can view the finals live on Sunday, October 19th from 3 to 5 p.m. ET. on ESPN2 when the male and female champions will each claim a \$50,000 grand prize.

"The LT Open is a defining moment in competitive singles pickleball for players and spectators and continues to reinforce Life Time's commitment to growing the sport through our clubs, courts and the unique experiences we create," said Bahram Akradi, Life Time Founder, Chairman and CEO. "Just as the US Open for tennis has become a part of our culture every year, we believe the LT Open will be the new gold-standard for singles pickleball play with incredible energy, fan experiences and significant prizes for the top male and female winners."

"Not only has Life Time Peachtree Corners been one of our most beloved host venues on the PPA Tour and in Major League Pickleball, but Life Time as an organization has been an amazing partner and incredibly influential in growing the sport of pickleball across the country," said Connor Pardoe, CEO of the United Pickleball Association (UPA), which includes the PPA Tour and Major League Pickleball. "The LT Open will undoubtedly be a pillar of the pickleball calendar, and we are excited to open the opportunity for UPA players to compete in the event. It will be a fantastic tournament for players to challenge themselves against some of the best pickleball athletes in the world."

For more information and to register, visit the [LT Open website](#). A benefit for Life Time members is complimentary grounds access to watch the event.

According to the Sports and Fitness Industry Association, in 2024, 19.8 million Americans participated in pickleball, representing a 45.8% increase from the 2023 figure and a 311% increase from three years prior. With a commitment to growing the game, Life Time has built a dominant presence in the sport, including:

- Becoming a leading operator of indoor and outdoor courts in North America.

- Launching the [LT Pro 48 Pickleball](#), a ball designed for durability and consistent speed and bounce, available in all Life Time pro shops and on pickleball central.
- Released 70 instructional videos on the complimentary Life Time app featuring elite pickleball players Ben and Collin Johns.

As a cornerstone partner of Life Time Pickleball, JOOLA has expanded its role as the official pickleball paddle of the LT Open. Tyrol has also joined the LT Open lineup as the official footwear partner, rounding out the tournament's elite roster of performance brands.

[Life Time Pickleball b-roll available for download here.](#)

For more information about Life Time Pickleball and to find courts near you, please visit the [Life Time location page](#). You can also follow [Life Time Pickleball on Instagram](#).

For more information about Life Time, visit [www.lifetime.life](http://www.lifetime.life) or follow on social media at [Facebook](#), [Instagram](#) and [LinkedIn](#).

### **About Life Time**

Life Time (NYSE: LTH) empowers people to live healthy, happy lives through its portfolio of more than 180 athletic country clubs across the United States and Canada, the complimentary, comprehensive Life Time app and nearly 30 of the most iconic athletic events in the country. The health and wellness pioneer uniquely serves people 90 days to 90+ years old through its healthy living, healthy aging, healthy entertainment communities and ecosystem, along with a range of healthy way of life programs and information, and highly trusted LTH nutritional supplements and products. Life Time was recently certified as a Great Place to Work<sup>®</sup>, reinforcing its commitment to fostering an exceptional workplace culture on behalf of its more than 43,000 dedicated team members.

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