



Why Selkirk Sport is the leading voice in pickleball

[Selkirk Sport](#) has been at the forefront of pickleball's evolution for more than a decade, setting the standard for innovation, quality and authority in the sport.

Founded in Coeur d'Alene, Idaho, by the Barnes family, Selkirk remains a family-owned business committed to pioneering top-tier products and fostering a thriving pickleball community.

10 years of industry leadership

With a deep-rooted passion for the game, Selkirk has grown from a small family business into the top authority in pickleball.

Today, Selkirk has more than 200 employees and offers a comprehensive lineup of high-performance paddles, footwear and accessories that are trusted by professional athletes and casual players alike.

Selkirk's dedication to quality and innovation has led to several industry-firsts, including the introduction of [Selkirk LABS](#), the only consumer-powered design collaborative in pickleball, and [Selkirk Pickleball TV](#), pickleball's first and only free streaming app.

Innovative products for every player

Selkirk's product range is crafted to meet the needs of every player, no matter their skill level. From the accessible SLK line, crafted with beginners in mind, to the elite-grade paddles found in the Selkirk main line, every paddle is USAPA-approved.

Selkirk also offers an industry-leading limited lifetime warranty, underscoring its commitment to quality and customer satisfaction.

In January 2025, Selkirk will expand its innovation portfolio with the release of the CourtStrike and CourtStrike Pro pickleball shoes, making it the first pickleball manufacturer to offer a dedicated footwear line.

Selkirk's craftsmanship and focus on innovation continue to elevate the player experience, making it the trusted brand for everyone from beginners to professionals.

A brand backed by the best

Selkirk partners with top professional players, including Olympian and four-time Grand Slam champion Jack Sock and the No. 2 female pickleball player Catherine Parenteau, originally from Canada.

Selkirk boasts a deep roster of professionals of all ages and nationalities, including players from the U.S., Spain, Denmark, Australia, New Zealand, Vietnam and more.

As an official paddle of the Professional Pickleball Association Tour, Selkirk has also secured exclusive sponsorships with CBS and major retailers, including Dick's Sporting Goods, Amazon, Scheels and Costco. The company's partnerships extend to the world's top management companies, including Troon and Invited Clubs, facilitating pickleball's integration into top-tier country clubs and private facilities across the U.S.

Leading the pickleball community with media and education

Selkirk doesn't just produce equipment; it's also the driving force behind pickleball media through Selkirk Pickleball TV, the first free streaming service dedicated to the sport. Launched in 2021, Selkirk Pickleball TV offers live-stream matches, training sessions and on-demand player content, establishing Selkirk as the primary resource for pickleball education and entertainment.

Through its [Advocate Program](#), Selkirk has developed a vast network of more 1,300 ambassadors across North America, fueling grassroots growth and community engagement. The company is also committed to philanthropy, donating more than 25,000 paddles to schools, clinics, and nonprofits, as part of its [Growth Program](#).

See Selkirk in action at ISPO

Visit Selkirk Sport at ISPO, booth B3/237, to discover why Selkirk is the leading voice in this fast-growing industry and how it's setting the pace for the sport worldwide.