

ERA Pickleball Launches After-School Program to Meet Surging Youth Demand in The Woodlands

October 03, 2025

The Woodlands, Texas - October 03, 2025 -
Responding to the explosive growth of pickleball among younger demographics, ERA Pickleball today announced the launch of its new, comprehensive After-School Pickleball Program. Designed for school-aged children in The Woodlands and the greater Houston area, the program provides a structured, fun, and energetic environment for kids to learn one of America's fastest-growing sports in a state-of-the-art facility.

The sport's meteoric rise, highlighted by the Sports & Fitness Industry Association (SFIA) as the fastest-growing sport for the third consecutive year, is now seeing a significant trickle-down effect to youth. As parents increasingly seek healthy, social, and screen-free activities, ERA Pickleball's program offers a timely and engaging solution. It is built to cater to all skill levels, from first-time players who have never held a paddle to junior players looking to refine their skills for competitive play. The robust curriculum focuses on building fundamental skills, understanding game rules and etiquette, and fostering essential life skills like sportsmanship and teamwork.

"We're seeing incredible enthusiasm for pickleball from kids who watch their parents play or see highlight reels on social media," said Christian Tejada, Head of Youth Development at ERA Pickleball. "Our goal was to create more than just a class; we wanted to build a community. Our coaching philosophy is rooted in positive reinforcement. We prioritize fun to ensure that the first impression of the sport is a joyful one. This program is designed to develop hand-eye coordination and athletic skills, but more importantly, to build confidence, friendships, and a lifelong love for an active lifestyle away from digital distractions."

The program's launch reflects ERA Pickleball's commitment to fostering a multi-generational community around the sport. It aims to become a cornerstone of youth athletics in Montgomery County, providing a safe and supportive venue for after-school enrichment.

"As a hub for families, The Woodlands deserves premier athletic programming for its youth. We founded ERA Pickleball to be a community-first facility, and that begins with investing in the next generation of players," stated Christian Tejada, Founder and CEO of ERA Pickleball. "This isn't just about teaching pickleball; it's about providing a space where kids can develop physically and socially. We are incredibly proud to offer a program that contributes positively to the well-being of families throughout the Houston area."

A typical session in the After-School Program begins with dynamic warm-ups to prepare young bodies for play, followed by skill-focused drills. These drills are presented as fun, engaging games to teach fundamentals like the ready position, proper paddle grip, dinking, and serving. The second half of the session is dedicated to controlled match play, where students can apply their new skills in a friendly, low-pressure environment, with coaches providing real-time guidance.

Key features of the ERA Pickleball After-School Program include:

Structured, Progressive Curriculum: Weekly sessions covering everything from basic rules and paddle grips to advanced dinking strategies and on-court communication.

Professionally Certified Instructors: All classes are led by experienced coaches who specialize in positive coaching techniques for young athletes.

Safety-First Approach: A strong emphasis is placed on court safety, proper warm-ups, and injury prevention techniques suitable for growing players.

Skill-Based Grouping: Children are grouped by age and ability to ensure they receive the most effective instruction and can progress alongside their peers.

All Equipment Provided: ERA Pickleball will provide age-appropriate paddles, balls, and all necessary court

equipment for participants.

Registration for the inaugural session is now open. Due to a commitment to maintaining a low student-to-instructor ratio for personalized attention, spaces are limited. Parents can find more information on scheduling, pricing, and sign up their children by visiting https://www.erapickleball.com/.

About ERA Pickleball: ERA Pickleball is the premier destination for Pickleball in The Woodlands, TX. With state-of-the-art courts and a commitment to community, ERA offers programs, leagues, and open play for players of all ages and skill levels, serving enthusiasts from across the Houston metro area.

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For more information about Era Pickleball, contact the company here:Era PickleballChristian Tejada+13468142230info@erapickleball.com295 Sawdust Rd, The Woodlands, TX 77380

Era Pickleball

ERA Pickleball is The Woodlands' premier indoor pickleball facility at 295 Sawdust Rd, Spring, TX. Featuring 13 indoor courts, a mezzanine lounge, table tennis, private events, clinics, and open play. Open 7am-10pm daily.

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