

TRU47® and USA Pickleball Create Strategic Partnership; Introducing Wellness Platform to Pickleball Players Nationwide

HARRISON, NY, UNITED STATES, September 2, 2026 /EINPresswire.com/ -- TRU47®, a curated wellness platform and community built for active lives, today announced a strategic partnership with USA Pickleball, the official National Governing Body for the sport of pickleball in the United States.

TRU47® delivers science-backed, best-in-class products and resources designed to fuel performance, accelerate recovery, and elevate everyday well-being. Its growing platform brings together complementary solutions focused on recovery, hydration, sleep, performance, longevity, grounding, and overall wellness through a single trusted platform.



Own Your Wellness. Perform Better. Recover Faster.
Live Healthier.



Wellness, recovery and healthy performance are important to our community. We're excited to welcome TRU47® as a partner and provide players greater access to innovative wellness solutions."

*Christian Portaro, Vice
President of Partnerships at
USA Pickleball*

The partnership will introduce TRU47® and its product partners to USA Pickleball's nationwide community through digital marketing, player education, product sampling, ambassador and influencer campaigns, live-event activations, original content and e-commerce initiatives. USA Pickleball surpassed 130,000 members in 2025 and is supported by more than 1,800 ambassadors nationwide.

TRU47® was built on a heritage of pure silver, grounding technology and EMF protection - its name references silver's atomic number, 47. Following its acquisition by Rye Strategic Partners, LLC in September 2025, TRU47® has

expanded from its grounding roots into a broader wellness platform while continuing to serve its legacy customers.

“Our partnership with USA Pickleball is about much more than sponsorship,” said Edward Bugniazet, CEO of Rye Strategic Partners and Chairman of TRU47®. “Pickleball is a demanding, fast-growing sport, and its players represent the exact active, health-conscious community our products are designed for. We’re building a curated wellness platform and community that directly supports these everyday athletes’ performance and recovery needs through education, authentic content, and trusted, innovative tools.”



As the popularity of pickleball grows, so does the importance of wellness, recovery and healthy performance to its players.

“USA Pickleball is committed to supporting players at every stage of their journey,” said Christian Portaro, Vice President of Partnerships at USA Pickleball. “As pickleball continues to grow, wellness, recovery and healthy performance are increasingly important to our community. We’re excited to welcome TRU47 as a partner and provide players greater access to innovative wellness solutions.”

ABOUT TRU47® - TRU47® was built for active lives. What began with silver innovation has evolved into a comprehensive wellness platform and community for active lifestyles. Our mission is to equip everyday athletes and wellness enthusiasts with curated, trusted products, tools, and resources that support performance, recovery, and healthier living. For more information, visit [TRU47.com](https://tru47.com).

ABOUT RYE STRATEGIC PARTNERS, LLC - Rye Strategic Partners, LLC is a strategic advisory, growth, and investment firm that helps emerging and middle-market companies accelerate growth through capital formation, strategic partnerships, go-to-market execution, digital marketing, artificial intelligence, and business development. The firm serves clients across wellness, healthcare, technology, consumer products, sports, infrastructure, and financial services. The TRU47® Group is powered by Rye Strategic Partners, LLC. For more information, visit ryestrategicpartners.com.

ABOUT USA PICKLEBALL - USA Pickleball is the official National Governing Body (NGB) for the sport of pickleball in the United States. As a nonprofit 501(c)(3) organization, USA Pickleball is dedicated to preserving the integrity of the game while advancing its growth and development nationwide. The organization supports players, clubs, and communities by sanctioning premier tournaments, offering certified equipment testing, training referees, certifying facilities, and providing a wide range of educational resources. USA Pickleball also maintains and updates the

official rules of the sport, ensuring consistency and fairness at every level of play. Led by a Board of Directors and a dedicated national office staff, USA Pickleball delivers the infrastructure and strategic vision necessary to fuel the continued expansion of pickleball across the country—benefiting members with exclusive access to events, programs, and tools that elevate their experience on and off the court. For more information, visit usapickleball.org.

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