PROFESSIONAL PICKLEBALL PLAYER MATT MANASSE TEAMS UP WITH AMERICAN RED CROSS FOR NATIONAL BLOOD DONATION CAMPAIGN

Pro Pickleball Player & Coach to the Stars - Manasse Calls on Pickleball Community and Americans Nationwide to Step Up and Give Blood Amid Ongoing Need



Matt Manasse

LOS ANGELES, CA, UNITED STATES, September 21, 2026 /EINPresswire.com/ -- Professional pickleball player, television personality and coach to the stars Matt Manasse has built his career around a sport rooted in showing up for your partner. This fall, he is taking that message beyond the court, teaming with the American Red Cross for a national campaign encouraging Americans to show up for patients who depend on lifesaving blood.

The national awareness campaign launches today with Manasse continuing to encourage blood donations throughout the remainder of the year — a time when maintaining a strong blood supply can become especially challenging.

Known as the “Pickleball Coach to the Stars,” Manasse has coached celebrities and elite athletes including Katie Couric, Drew Brees, Jamie Foxx and Andre Agassi, while helping introduce one of the nation’s fastest-growing sports to an expanding audience of players and fans. Now, he is asking that growing community, and Americans nationwide, to channel its energy into helping meet an ongoing need for blood donors.

For Manasse, the mission is also deeply personal. Two of his aunts are currently undergoing cancer treatment, bringing the importance of a readily available blood supply close to home.

“Both my aunts are going through cancer treatment right now, and after chemotherapy, having

access to blood can be incredibly important to their recovery," said Matt Manasse. "There are so many people going through serious illnesses and medical emergencies — not just members of my family. If you're healthy and giving a little of your time and blood can help someone else who is struggling, I think that's an easy yes."



Matt Manasse donates blood

To highlight the partnership, Manasse recently gave blood to show his fans firsthand how a relatively small commitment of time can have a potentially lifesaving impact.

The need is constant. Someone in the United States needs blood or platelets every two seconds, and the Red Cross provides approximately 40% of the nation's blood supply. Donated blood and platelets are essential for patients facing cancer, traumatic injuries, sickle cell disease, organ transplants, heart surgery and other serious medical conditions.

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>
> *Matt Manasse, Professional Pickleball Player & Coach to the Stars*

There is no substitute for human blood, making volunteer donors an essential part of the nation's health care system.

A former professional tennis player, Manasse is also a professional pickleball competitor and broadcaster for Tennis Channel and Pickleball TV, providing analysis and insight for fans watching the sport nationwide. Off the court, he works with athletes, celebrities and brand partners to expand pickleball through education, entertainment and community engagement.

"The best teams show up for each other, and that's exactly what blood donors do every day," Manasse said. "Pickleball has created this incredible community built around connection, movement and supporting the people around you. I want to use that platform to remind people how easy it can be to take that same spirit into their community and help someone they may never even meet."

Manasse and the Red Cross are encouraging eligible donors to continue making appointments throughout the fall and holiday season, when blood supplies can face additional pressure. To make an appointment to donate blood, platelets or plasma, visit

www.RedCrossBlood.org/Pickleball.





ABOUT MATT MANASSE
Matt Manasse is a former professional tennis player, professional pickleball competitor, celebrity coach and television personality who has become one of the leading voices helping bring pickleball into the mainstream. Known as the “Pickleball Coach to the Stars,” Manasse has worked with celebrities, professional athletes and business leaders including Katie Couric, Drew Brees, Jamie Foxx and Andre Agassi. He serves as a broadcaster and expert for Tennis Channel and Pickleball TV and works with athletes, celebrities and brand partners to grow the sport through education, entertainment and community connection. Visit www.MattManasse.com for more information.

ABOUT THE AMERICAN RED CROSS
The American Red Cross shelters, feeds and provides comfort to victims of disasters; supplies about 40% of the nation’s blood; teaches skills that save lives; distributes international humanitarian aid; and supports veterans, military members and their families. The Red Cross is a nonprofit organization that depends on volunteers and the generosity of the American public to deliver its mission. For more information, please visit www.redcross.org or www.CruzRojaAmericana.org, or follow us on social media.

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