

For Immediate Release



Pickle and Social Announces Former NFL Quarterback Danny Wuerffel as a Brand Ambassador

As a Heisman Trophy Winner and Humanitarian, Wuerffel Will Bring Greater Awareness To the Sport and Philanthropic Impact To Pickle and Social

ATLANTA – January 22, 2024 - [Pickle and Social](#), a [Competitive Social Ventures](#) (“CSV”) brand, is proud to announce Danny Wuerffel, former NFL quarterback and Heisman Trophy winner turned pickleball enthusiast, as its latest brand ambassador.

Wuerffel played college football at the University of Florida and is widely regarded as one of the best quarterbacks for the Florida Gators, having led them to four SEC Championships and the National Championship in 1996. While at the University of Florida, he set 17 NCAA and UF records, led the nation in touchdown passes, twice earned the SEC Player of the Year title and culminated his career with the coveted 1996 Heisman Trophy. Additionally, he received the Campbell Award for his academic achievement and leadership off the field. After college, Wuerffel played for several NFL teams including the New Orleans Saints, Green Bay Packers, Chicago Bears and Washington Redskins.

While playing for the New Orleans Saints, Wuerffel volunteered for Desire Street Ministries, a non-profit organization that provided resources and support to one of the nation’s most impoverished neighborhoods. He became the organization's Executive Director following the end of his NFL career. Under his leadership, Desire Street relocated its headquarters to Atlanta and expanded its reach by partnering with urban ministry leaders throughout the Southeast. He continues his philanthropic efforts through his eponymous non-profit, The Wuerffel Foundation, which works to inspire greater service and unity throughout communities.

Wuerffel began playing pickleball recreationally in 2020 and has grown to love the sport ever since. He is also the creator of the PickleBowl, an annual charity event that brings together pickleball pros paired with celebrities from the same colleges, other athletes and communities for a pickleball playoff tournament.

“Pickleball is a fantastic game that has all the elements of a great sport including competitiveness, strategy, teamwork and most importantly community,” said Wuerffel, Pickle and Social Brand Ambassador. “Furthermore, my values align with CSV’s philanthropic arm, CSV Cares, and I look forward to making an impact through Pickle and Social.”

Competitive Social Ventures' philanthropic program, CSV Cares, works to give back to the communities in which it operates through donations, sponsorships and programs such as its Give Back Wednesdays, that allow value-aligned non-profits to host an event at a CSV venue and receive 10% of the proceeds. CSV Cares accepts non-profit organizations with focuses in public education, the military, health and wellness, sports, animals and disaster relief.

"We are thrilled to welcome Danny as our newest brand ambassador for Pickle and Social. Danny's passion for pickleball, community and philanthropy make him a perfect fit for our team," said Phillip Freeman, VP of Investor Relations & Community Service at CSV. "We can't wait to see the positive impact he will bring to Pickle and Social as we continue to grow and connect with our community."

To learn more about Pickle and Social, please visit www.pickleandsocial.com. To inquire about CSV Cares programs, please visit www.competitivesocialventures.com/contact.htm.

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About Competitive Social Ventures

Founded in 2020 and headquartered in Alpharetta, GA, Competitive Social Ventures ("CSV") is a hospitality company that creates socially-driven entertainment concepts including Pickle and Social, Fairway Social and Roaring Social. CSV creates premier entertainment venues that bring people together to socialize, enjoy premium food and beverages, and create one-of-a-kind shared experiences. CSV currently operates Pickle and Social Gwinnett, Roaring Social Alpharetta, Fairway Social Alpharetta and Fairway Social Trilith (Fayetteville) in Georgia. Learn more at www.competitivesocialventures.com. For investment opportunities, see [here](#).

About Pickle and Social

Pickle and Social is the ultimate hangout spot with craft food, signature drinks, live music and indoor and outdoor pickleball courts. Pickle and Social boasts a variety of options to engage in the fastest-growing sport in the world. Play with friends, improve your skills with lessons, or join competitive leagues and tournaments. Additional games include an ACL Cornhole Yard, table tennis, BasketPong, Jenga and more. Pickle and Social's debut location opened in 2023 at The Exchange in Gwinnett, GA. Learn more at www.pickleandsocial.com or follow us on Instagram [@pickleandsocial](https://www.instagram.com/pickleandsocial). #BeMoreSocial

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