the brook

TENNIS & PICKLEBALL

PRESS KIT

PRESS RELEASE

FOR IMMEDIATE RELEASE
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The Brook Tennis and Pickleball Set to Redefine the Racquet Sports Experience in Palm Beach County

Boynton Beach, FL, November 11, 2025
South Florida's racquet sports landscape is entering a new era. The Brook Tennis and Pickleball is under development at 8255 Boynton Beach Blvd, Building A, Boynton Beach, FL 33472, and will become Florida's first fully indoor, climate-controlled tennis and pickleball destination. The facility will feature 5 indoor and 2 outdoor tennis courts along with 12 indoor and 3 outdoor pickleball courts. Players of all ages and skill levels will be invited to Connect. Inspire. Compete.

The Brook will span more than 79,000 square feet and will deliver a premium experience for the modern athlete and the casual player alike. Amenities include professional lighting systems, comfortable viewing areas, a full-service pro shop, café, sports bar, and dedicated locker room facilities. The club will offer year-round leagues, clinics, youth development programs, tournaments, and social events built to serve both competitive and recreational audiences.

According to Christi Turdo, Founder of Glenbrook Racquet Sports and visionary behind The Brook, the new facility is grounded in community values and accessibility.
"The Brook is designed for everyone who loves the game of tennis and the excitement of pickleball. This club gives every player the opportunity to belong to a community where they can learn, compete, be social, and create lasting friendships. Whether you are stepping on the court for the first time or training for your next tournament, this space gives you the ability to do it all. Our goal is to build an environment where friendships grow, skills develop, and families feel at home the moment they walk through our doors. The Brook will become a place where community and competition grow together."

The Brook brings the proven success of Glenbrook Racquet Sports to South Florida. Glenbrook Racquet Sports is Chicago's largest indoor tennis club and the creator of the country's first purpose-built indoor pickleball facility. The Brook extends that legacy of inclusion, hospitality, and high-quality programming to Palm Beach County's growing racquet sports community.

Founding Membership Opportunities

A limited number of Founding Member opportunities will be released in 2025. These inaugural memberships will include early access, exclusive perks, and preferred rates. Additional details will be shared as launch plans progress.

For updates or membership inquiries, visit www.playthebrook.com or email membership@playthebrook.com.

About The Brook Tennis and Pickleball

The Brook Tennis and Pickleball is a state-of-the-art indoor facility opening in Boynton Beach, Florida. As part of the Glenbrook Racquet Sports family, The Brook provides a welcoming environment for tennis and pickleball enthusiasts of all levels. Its mission is to deliver exceptional play, connection, and community through a modern, climate-controlled venue designed for South Florida's year-round lifestyle.

About Stuffed Dog Digital

Stuffed Dog Digital is a creative strategy and digital marketing agency specializing in brand storytelling, campaign development, and growth marketing for sports, lifestyle, and community-focused organizations. The agency leads brand and marketing efforts for Glenbrook Racquet Sports and its expansion into Florida.

FAST FACTS

Facility Name: The Brook Tennis and Pickleball
Opening: 2026

Location:
8255 Boynton Beach Blvd
Building A
Boynton Beach, FL 33472

Facility Size: 79,000 square feet

Court Breakdown:

5 indoor tennis courts
2 outdoor tennis courts
14 indoor pickleball courts
6 outdoor pickleball courts

Club Amenities:

Professional lighting systems
Comfortable viewing areas
Full-service pro shop
Café
Sports bar
Dedicated locker rooms

Programming:

Year-round leagues
Clinics
Youth development programs
Tournaments
Social events for all ages and skill levels

Ownership and Leadership:

Owned and operated by Glenbrook Racquet Sports
Led by Christi Turdo, Founder of Glenbrook Racquet Sports

Founding Memberships:

Launching in 2025
Includes early access, exclusive perks, and preferred rates

Mission:
Connect. Inspire. Compete.

Website: playthebrook.com
Membership Contact: membership@playthebrook.com

VISION & MISSION

Mission - To create an indoor home for athletes who live to play. A place that celebrates connection, fuels competition, and inspires greatness on and off the court.

Vision - To redefine the racquet experience in Florida by building a culture of excellence and belonging. A place where players of every level can train, compete, and grow together.

CONNECT. COMPETE. INSPIRE.

The Brook is Florida's first fully indoor tennis and pickleball tennis club having a 79,000-square-foot space built for players of every level. It's where passion meets precision, where friendships are forged through rallies, and where the energy of the game flows year-round.

Born from the legacy of Glenbrook Racquet Sports, The Brook carries forward a tradition of excellence while setting a new standard for the modern racquet experience. It's more than a facility... it's a community built for those who play with purpose.

BRAND VALUES

Values are the heartbeat of The Brook. They define who we are, what we stand for, and how we show up both on and off the court. At The Brook, our values aren't just words on a wall; they are principles that guide every interaction, from a beginner's first serve to a championship match point. By grounding our community in shared values, we foster an environment where players of all levels feel welcomed, motivated, and united by a love of the game. These values ensure The Brook remains more than a facility, it's a culture built on respect, passion, and purpose.

CONNECTION
Sport unites us. We believe every serve, rally, and handshake builds something lasting.

COMPETITION
We embrace challenge as the fuel that brings out our best.

INSPIRATION
We play to spark greatness. Greatness in ourselves, our teammates, and our community.

INTEGRITY
We honor the game by playing it the right way, with effort, respect, and heart.

PROGRESS
We never stop getting better. Every match, every moment, every member moves us forward.

COMPANY LOGO

Our logo is a visual expression of The Brook's spirit. It's a symbol of unity, energy, and shared passion for the game. The bold, lowercase "b" conveys approachability and confidence, while its circular form represents inclusivity and continuous motion. At its core, the split ball merges vibrant Court Green and Pickle Purple gradients, blending the worlds of tennis and pickleball into a single, fluid design. The warm yellow highlight at the center evokes Florida's sun and the energy of play. The motion lines extending from the "b" create a sense of speed and forward momentum, reflecting The Brook's commitment to movement, connection, and community.

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COLOR PALETTE

Court Green
HEX #39b54a

Charcoal
HEX #3a3a3a

Sunburst Yellow
HEX #FFD42A

Pickle Purple
HEX #7F3FBF

GREYSCALE

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