**FOR IMMEDIATE RELEASE:**

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**LOCAL CHEERLEADER/DANCER TO PERFORM IN THE PHILADELPHIA
THANKSGIVING DAY PARADE**

**Memphis, Tenn., (Date) –** [Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_] from [School Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_] in [City, State \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_] has been selected along with more than 500 junior high and high school cheerleaders and dancers from across the U.S. to perform in the 97th Annual Philadelphia Thanksgiving Day Parade, the oldest Thanksgiving Day parade in the nation.

The individuals invited to perform in the parade are cheerleading and dance All-Americans selected from Varsity Spirit camps around the country, including camps organized by Universal Cheerleaders Association (UCA), Universal Dance Association (UDA), National Cheerleaders Association (NCA) and National Dance Alliance (NDA).

All-Americans will perform alongside massive floats and giant balloons, as well as favorites from the entertainment world as the 2016 Dunkin’ Donuts Thanksgiving Day Parade makes its way through the heart of historic Philadelphia, Pennsylvania. The event is televised in the Philadelphia area and syndicated throughout the United States.

[Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_] earned the All-American title via tryout based on superior cheerleading or dance skills. Only the top 10% of the cheerleaders and dancers who attend Varsity Spirit camps in the summer receive this honor and the chance to march in this prestigious holiday parade. The All-American group will be in Philadelphia from November 22nd through the 25th, practicing their routine and visiting Philadelphia landmarks.

[Insert quote from All-American here, explaining what they are most looking forward to, or how they feel about being named an All-American.]

The Varsity Spirit All American program is celebrating its 30th year. For more information, visit [www.varsity.com](http://www.varsity.com) or contact Michelle Edwards at (800) 238-0286, ext. 4532 or email medwards@varsity.com.

**About Varsity Spirit**

Memphis-based Varsity Spirit has been a driving force behind cheerleading’s dynamic transformation into the high-energy, athletic activity it is today, and the leading global source for all things cheerleading and dance. A division of Varsity Brands, Varsity Spirit is a leader in uniform innovation and educational camps, clinics and competitions, impacting nearly a million athletes each year. Focused on safety, entertainment and traditional school leadership, Varsity Spirit’s 1,200 employees have been helping raise cheerleading’s influence and profile since 1974. For more information about Varsity Spirit or Varsity Brands, please visit www.varsity.com or www.varsitybrands.com.