FOR IMMEDIATE RELEASE:

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LOCAL CHEER TEAM TO COMPETE AT THE NCA SENIOR & JUNIOR HIGH SCHOOL NATIONAL CHAMPIONSHIP IN DALLAS, TEXAS

Dallas, TX – The [School Name] cheerleading team from [City, State] will join competitive cheer teams from across the country to compete in the NCA Senior & Junior High School National Championship from February 1-2, 2020 in Dallas, Texas.

[School Name] earned a bid to this prestigious event at NCA Summer Camp and will now have the opportunity to bring their spirit to the spotlight in hopes of leaving Dallas with a national championship title. [School Name] will compete in the [Division] where they will demonstrate both athleticism and school pride on the competition floor.

[School Name] will perform at the Kay Bailey Hutchison Convention Center in Dallas, Texas before of hundreds of fans. Besides competing for a national championship, teams will enjoy exploring all that Dallas has to offer and have the opportunity to meet other cheerleaders from across the nation.

[Insert quote from coach or athlete, explaining what they are most excited about.

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For more information, visit nca.varsity.com or contact Justin Carrier at (972) 840-4038 or jcarrier@varsity.com.

About the National Cheerleaders Association

Founded in 1948 by Lawrence "Herkie" Herkimer, NCA was the first cheerleading company and credited with many other "firsts" – the first cheerleading camp, spirit stick, pom pom, cheerleading uniform company, All Star National Championship, and more. Today, NCA trains cheerleading teams across the country at hundreds of summer camps, and hosts competitions for teams to demonstrate their athleticism. For more information about the National Cheerleaders Association, visit nca.varsity.com.