

# THE URBAN CHEERLEADING EXPERIENCE

UCE Camps highlight and teach an exciting rhythmic style of cheerleading while incorporating the modern athleticism of stunts, pyramids and safety.

Our trendy yet traditional cheers, sidelines and dances are designed with the crowd in mind to elevate your game day experience to the next level!

## PARTICIPATING SPONSORS:



Varsity.com



**TEAM UP  
for ST. JUDE**  
Spirited by Varsity

**Become an All-American!** Attend UCE Camp and become eligible to qualify for once in a lifetime performance opportunities across the U.S. and around the world!

**Share School Spirit & Community Pride!** The Varsity Brands School Spirit Awards celebrates schools, organizations and individuals that go above and beyond to build school pride, student engagement and community spirit. With 25 Categories and **\$100,000 in awards**, including a \$25,000 Grand Prize we encourage your school to participate. Learn more – [varsitybrands.com](http://varsitybrands.com).

**Team Up for St. Jude!** Join the fight and make a difference at UCE Summer Camp. Since 2011, cheerleaders and dancers have raised over \$7 million for the kids of St. Jude Children's Research Hospital.



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# UXC



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To explore our dates, locations and learn more about the Urban Cheerleading Experience, visit [varsity.com/uce](http://varsity.com/uce)



**EXPERIENCE OUR CURRICULUM:** Urban Cheer's unprecedented athlete and coaches' education is inspired by the deep tradition of high energy, rhythmic style cheerleading. We go beyond game day to inspire achievement both on and off the field. Your squad will receive the latest crowd leading and spirit raising techniques along with our original "BEYOND U Leadership Training," team building activities and daily one-on-one mentor meetings with our UCE Staff.

- **Advisor Program**– Each camp includes coaches meetings covering topics such as general cheer safety, stunt technique, stunt progression and stunt safety, leadership technique, emergency plans, communication skills, fan interaction and more.
- **Beyond U**– A support program to provide every athlete with a comprehensive viewpoint of cheerleading and the pathways it can offer. It encourages athletes to plan for the future whether in or out of cheer. Discussions range from social media, current events and squad interaction to college and careers.

**EXPERIENCE OUR MATERIAL:** Our cheers, dances and sidelines have an exciting, high energy and rhythmic style while still focusing on sharp motions to showcase both your squad's skill, spirit and style on the sidelines. Incorporate spirit raising props to engage the crowd and lead your team to victory! Attending coaches are provided a FREE "Take Home", Coaches Manual of everything covered at camp!

**EXPERIENCE OUR STAFF:** Our instructors are from some of the nation's top programs, ensuring they have a strong cheerleading background along with passion and knowledge for the urban style of cheerleading. 100% of the UCE Staff will be USA Cheer safety certified, Level 2 background checked and trained using hands on instruction.

**We call it PCH** (Personal Coaching Help) and everyone gets some! It's one-on-one instruction with our staff to get your sideline, cheer and "U-tine" game day ready to WOW your fans back home!

**BRING HOME THE SPIRIT:** Whether your school has well established traditions, or you're building new ones, UCE is here to help you bring spirit home. Homecoming is the celebration of these traditions and the people who have upheld them. Welcoming home your alumni and inviting community members to participate gives everyone a sense of belonging and pride. UCE Camp will give you the skills and spirit you need to make the greatest impact in your school and community!

## BUILDING TRADITIONS

**BIG OR SMALL, TRADITIONS ARE DISTINCT FROM DAILY ROUTINES.**

**THEY ARE DONE INTENTIONALLY AND WITH PURPOSE. TRADITIONS**

**ARE PASSED ON FROM ONE GENERATION TO THE NEXT AND**

**UNIFY A COMMUNITY.**

URBAN CHEER