



VARSITY ALL STAR LAUNCHES THE DANCE SUMMIT CHAMPIONSHIP

The Dance Summit will take place on May 2-3, 2015 at the Walt Disney World® Resort in Orlando, FL.

Memphis, Tenn., June 11, 2014 Varsity All Star is pleased to introduce The Dance Summit Championship, a prestigious event for all star dance teams.

The Dance Summit will take place on May 2-3, 2015 at a park within the Walt Disney World® Resort in Orlando, FL. In its inaugural year, 205 dance bids will be offered in the Mini, Youth, Junior, Senior and Open teams in non-Worlds divisions and categories throughout the 2014-2015 competition season. In all, there are 30 qualifying Varsity All Star events.

“We’ve heard from so many programs that all star dance teams deserve an opportunity to compete at a high visibility event like the Summit,” says John Newby, Executive Vice President of Varsity All Star. “We welcome the creativity and passion of the dancers and look forward to showcasing their talents at Dance Summit qualifiers throughout the year.”

Varsity All Star will be offering bids to The Dance Summit at their existing Dance Worlds bid events and at least seven other two-day events across the country. An anticipated 27 paid and 178 at-large bids will be offered at these premier Varsity events.

Additional information is available about The Dance Summit at <http://www.varsityallstar.com/thesummit>. If you need more information, please contact Sheila Noone, snoone@varsity.com.

About Varsity

Varsity is the source for all things related to cheerleading and dance team. With a rich heritage and traditions dating back to 1948, Varsity is an innovative global leader comprised of the leading spirit brands and organizations including its educational camps, clinics, competitions and uniforms to teams around the world. Varsity’s National Championships, which are held at the Walt Disney World® Resorts, have been televised on ESPN Networks for more than 25 years. Web-based Varsity TV features thousands of cheerleading and dance team videos and has become a favorite cheer destination for cheerleaders and coaches alike. Varsity has led the way in cheerleading safety as a supporter of the

American Association of Cheerleading Coaches and Administrators since 1987 and as a camp leader training 350,000 cheerleaders per year in cheerleading fundamentals with an emphasis on safety. Based in Memphis, Tennessee, Varsity employs 5,000 employees nationwide. For more information about Varsity, please visit <http://www.varsity.com>.