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**Varsity Brands is Searching for America's Most Spirited High School**

*Winning school to receive \$25,000 grant to recognize and reward the power of school spirit; entries open at [NationalSchoolSpiritDay.org](http://NationalSchoolSpiritDay.org) through Sept. 8, 2015*

**MEMPHIS, Tenn. – August 12, 2015** – Varsity Brands, the recognized leader in team athletic gear, driving force in cheerleading and dance, and most trusted name in celebrating student milestones, is asking high schools across the country to prove why they are America's Most Spirited High School. The grand prize winner will be announced on National School Spirit Day, September 25, and receive a \$25,000 grant.

To enter, schools must submit a video no longer than one minute and 30 seconds, a 500-word essay, two letters of recommendation and photos demonstrating school spirit. In the video and photos, entrants are encouraged to include footage from events such as games, pep rallies, student activities, graduation or anywhere school spirit is on display.

"America's Most Spirited High School Contest is a perfect way to celebrate and promote the achievement and deep self-confidence that school spirit encourages in students across the country," said Varsity Brands CEO Jeff Webb. "We're looking forward to seeing how students present their unique school spirit – from marching bands and pep rallies to community service and dance teams – there are so many ways for these dedicated students to get involved."

National School Spirit Day was first founded in 2009 by Varsity Spirit as a way to shine a spotlight on all the ways cheerleaders and dancers make a difference in their schools and communities. And while cheerleaders and dancers are still drivers of school spirit, Varsity Brands has conducted additional research which illustrates a direct correlation between school spirit, community and school involvement, academic achievement and self-confidence. According to a Harris Poll and subsequent [white paper](#) published last year, 92 percent of principals agree that high school spirit is tied to high academic achievement, and 90 percent of students with high levels of school spirit are more likely to be leaders. This search for America's Most Spirited High School goes beyond cheerleaders and sporting events and includes the important roles academics, community involvement and overall engagement play in driving school spirit.

The deadline for entries is September 8, 2015. Four finalist schools will be selected by a panel of judges then posted at [nationalschoolspiritday.org](http://nationalschoolspiritday.org) for public voting through Sept. 22. Full details are available online at [nationalschoolspiritday.org](http://nationalschoolspiritday.org).

**About Varsity Brands**

With a mission to inspire achievement and create memorable experiences for young people, Varsity Brands elevates the student experience, promotes participation and celebrates achievement through three unique but interrelated businesses: **Herff Jones**, A Varsity Achievement Brand; **BSN SPORTS**, a Varsity Sport Brand; and **Varsity Spirit**. Together,

these assets promote personal, school and community pride through their customizable products and programs to elementary and middle schools, high schools, and colleges and universities, as well as church organizations, professional and collegiate sports teams and corporations. Through its 4,200 dedicated employees and independent representatives, Varsity Brands reaches its individual and institutional customers each year via catalog, telesales, e-commerce sites and direct sales channels.

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