



FOR IMMEDIATE RELEASE

Media Contact:

Sheila Noone

snoone@varsity.com

901-251-5959

UNIVERSITY OF KENTUCKY AND INDIANA UNIVERSITY RECLAIM TOP TITLES AT THE NATIONAL COLLEGE CHEER AND DANCE TEAM CHAMPIONSHIP

Thirty-second annual event recognizes nation's top college cheerleaders, dancers and mascots

MEMPHIS, Tenn. – Jan. 18, 2016 – The College Cheerleading and Dance Team National Championship, an elite competition produced by the Universal Cheerleaders Association and the Universal Dance Association, two Varsity Spirit brands, took place this weekend at the Walt Disney World Resort® in Orlando, Florida and hosted more than 4,500 of the country's top college cheerleaders, dancers and mascots from 220 teams. This year saw a 14 percent increase in participating teams, illustrating the continued popularity of cheerleading and dance.

These teams have spent the greater part of the year on the sidelines cheering on some of the best teams in college sports, and all of their hours of diligence and preparation were highlighted in their performances on the famous competition floor. The two-day event hosted 118 squads in the cheerleading division and 102 teams in the dance team division. Cheerleading teams are judged on their stunting and tumbling skills, crowd-leading abilities and overall performance, while the dance competition is judged on choreography, technique, execution and overall effect. Mascots also competed, with 15 mascots vying for the title. All teams are classified according to NCAA classification.

"This national championship gives the very best college cheerleading and dance teams the chance to take center stage after spending hundreds of hours generating spirit on their campuses, leading their crowds at games and pep rallies, and supporting their the schools' athletic teams," said Jeff Webb, CEO of Varsity Brands, parent organization to Varsity Spirit, the organization that has hosted the events since the 1980s. "It's an honor for us to host this nationally recognized competition that rewards their hard work and dedication."

Varsity Spirit live-streamed the event all weekend on www.varsity.com and has posted segments of each performance so fans around the world can watch their favorite teams. The competitions will also air on ESPNU and ESPN2 starting in February. Viewers can check their local listings for air times.

The Division 1A Winners included:

Coed Cheer: University of Kentucky

Jazz: University of Tennessee

All Girl Cheer: Indiana University

Hip Hop: University of Nevada – Las Vegas

Mascot: Auburn University – "Aubie"

Pom: University of Minnesota

It's estimated that more than 20,000 spectators from around the United States attended the national championship events, with performances at the HP Field House and J Center at the ESPN Wide World of Sports Complex on the grounds of the Walt Disney World Resort.

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.

###