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Kelly Ripa and Mark Consuelos' Milojo Productions and Varsity Spirit to Release "American Cheerleader"

The film follows two high school cheerleading teams through their journey to win the National High School Cheerleading Championships

MEMPHIS, Tenn. – Aug. 25, 2014 – Kelly Ripa and Mark Consuelos' Milojo Productions, and Varsity Spirit today announced the Aug. 26th release of "American Cheerleader," a documentary with unprecedented access following the journey of two high school cheerleading teams vying for the National High School Cheerleading Championship title. After months of hard work and preparation, cheerleaders from Southwestern High School in Somerset, Kentucky, and Burlington Township High School in Burlington, New Jersey, advance through regionals and earn a place in the Championship Finals to compete for the coveted white jacket - the prestigious symbol of tireless dedication in high school competitive cheerleading.

Now in its 34th year, the National High School Cheerleading Championship is a two-day event held at the **Walt Disney World®** Resort in Orlando. The event hosts more than 500 teams from dozens of states that are judged on crowd-leading abilities, stunting and tumbling skills, and overall performance. Every year, the competition is televised worldwide on ESPN and ESPN2 to more than 100 million homes in 32 countries.

Directed by Retribution Media, which is made up of filmmakers James Pellerito and David Barba, "American Cheerleader" is produced by Milojo Productions, Kelly Ripa and Mark Consuelos' production company. The film is being released through Video On-Demand on August 26 by FilmBuff on leading platforms, including: iTunes, Amazon Instant Video, Vudu, Google Play, XBOX, and Playstation. To watch the trailer and pre-order the film, visit www.americancheerleadermovie.com.

In addition to the Video On-Demand release, the film will be screened the Varsity All-American High School Film Festival Oct. 24 – 26 in New York City, along with two other soon-to-be-announced film festivals this fall.

About Milojo Productions

Milojo Productions is Kelly Ripa and Mark Consuelos' SoHo-based production company. It began with the Emmy-nominated feature documentary "The Streak" for ESPN, which premiered at the Tribeca Film Festival in 2008. In addition, Milojo premiered the docu-series "Masters of Reception" on TLC in 2009 and then launched a country-wide search for female inventors for "Homemade Millionaire", which premiered on TLC in fall 2010, hosted by Ripa. Their film "Off the Rez," with filmmaker Jonathan Hock, was accepted to the 2011 Tribeca Film Festival. That project aired on TLC later that year. Milojo then produced an exciting documentary series for CMT entitled "Cheer," which received critical acclaim. The company produced several in-studio election specials on LOGO, with Wanda Sykes, and is currently

producing an exciting new series for them entitled “Secret Guide to Fabulous.” In addition, they have sold four scripted projects to ABC and are currently developing a musical comedy for ABC Family.

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, of which more than 350,000 cheerleaders and dancers attend each year. Focused on safety, entertainment and traditional school leadership, Varsity Spirit's more than 1200 employee-owners 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.

About FilmBuff

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