



VARSITY SPIRIT'S NATIONAL SCHOOL SPIRIT DAY RECOGNIZED BY CONGRESS

Cheerleaders and dancers encouraged to lead communities in service projects

MEMPHIS, Tenn., September 18, 2014 – Last week, Varsity Spirit kicked off National School Spirit Day, a day created in 2009 to recognize the great efforts of cheerleaders and dancers throughout the country on behalf of their schools and communities. Cheer and dance teams nationwide were encouraged to kick off the day with a pep rally and announcement of their community service projects.

National School Spirit Day was recognized in the Congressional Record on Tuesday, September 9, 2014 by Representative Alan Grayson of Florida. Said Grayson, "Since 2009, cheerleaders and dancers have pledged more than 500,000 community service hours as a result of National School Spirit Day efforts. National School Spirit Day is an opportunity for America's future leaders to stand out and have a positive impact on their communities."

Over the next three weeks, cheerleading and dance teams will complete their projects and pledge their hours, and these teams will then be entered in a nationwide sweepstakes. By leading service projects and engaging fellow student to do the same, cheerleaders and dancers will have the opportunity to demonstrate their leadership and dedication to helping others.

"Cheerleaders and dancers deserve recognition for all of the causes they support all year long," said Nicole Lauchaire, Vice President of Corporate Marketing & Communications for Varsity Spirit, whose camp organizations have been promoting the service initiative throughout the summer. "We already know that cheerleaders are generous in volunteering their time to help others, and this official day of service gives everyone a chance to appreciate their efforts as well."

Varsity Spirit promoted the event at their camps this summer, which are attended by nearly 350,000 cheerleaders each summer. Participants in National School Spirit Day can visit the website www.nationalschoolspiritday.org to log their hours, describe their contribution and enter to win one of two Spirit Prize packs.

Teams and individuals who work on their own will be entered to win a practice mat from Ross Athletic, a feature in *American Cheerleader Magazine* and a gift pack from Varsity Spirit Fashion. Teams that involve their entire school will be entered to win a \$1,000 School Spirit Scholarship for the school principal to award to a student demonstrating outstanding school spirit, along with a Digital Camera for

the Yearbook Staff from Herff Jones and a feature in *American Cheerleader Magazine*. Lunch for the winning school will be provided to your school by Hard Rock Cafe.

If you need additional information, please contact Sheila Noone, snoone@varsity.com or 901-251-5959.

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 cheerleading uniform innovation and educational dance and cheer camps, clinics and cheerleader competitions, of which more than 350,000 cheerleaders and dancers attend each year. Focused on safety, entertainment and traditional school leadership, Varsity Spirit's 5,000 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.