



Varsity Spirit Introduces a New Level of Customization in Cheer Shoes

“V Force My Way” Personalizes Athletic Shoes with Team Name and Colors

Memphis, Tenn., October 11, 2016 – Varsity Spirit, the innovator in modern cheerleading, apparel and footwear, has introduced the V Force My Way, an all knit shoe that teams can now customize with their team colors and name.

“Personalization is something that we do very well. Every uniform we produce is already customized by athlete and by team. Now we have found a way to personalize our cheer shoes to an even greater degree,” says Leslie Standlee, Vice President of Varsity All Star Fashion. “This is something unique and different, both in cheerleading and among other sports, and gives athletes an instant connection, which builds excitement.”

Eight programs are participating in the pilot customization program, including the California All Stars, and ACE of Alabama. All eight gyms will debut their customized shoes throughout the 2016-2017 competition season. To commemorate their pilot status, each of the teams will receive one personalized pair of shoes that has been enhanced with Swarovski crystals.

The original V Force launched in 2015 as the first all knit shoe exclusively designed for cheer athletes. The V Force knit shoe is also Varsity’s lightest cheer shoe, an asset to teams that incorporate intricate tumbling passes into their routines. It features state of the art hand grips for bases and top girls and a reinforced insole with an orthotic-like arch support which makes this an ultra-comfortable high performance shoe.

For additional information, contact Sheila Noone, 901-251-5959 or snoone@varsity.com.

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 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.