



## **Varsity All Star Adds International Divisions to The Summit**

*The Summit will take place on May 3-6 2018 at the ESPN Wide World of Sports® at the Walt Disney World® Resort in Florida.*

**Memphis, Tenn., October 9, 2017** – Varsity All Star is pleased to announce the addition of new international cheer divisions to The Summit at the ESPN Wide World of Sports® at the Walt Disney World® Resort in Florida on May 3-4, 2018.

The International portion of The Summit will include 11 of the recently released International All Star Federation (IASF) divisions and will take place May 3<sup>rd</sup> and 4<sup>th</sup>, kicking off The Summit event. In order to qualify for The Summit, teams will have to earn one of approximately 300 bids being offered at the more than 40 Varsity All Star and partner events around the globe. Bids will be available to Junior and Senior teams in Levels 1-4.

“With the addition of these divisions, the Summit now provides teams from around the world the opportunity to compete against the best teams in their respective levels,” says Tres LeTard, Co-General Manager of Varsity All Star.

“We welcome the opportunity to work with the IASF to broaden the field so that more athletes, coaches, and gyms can reach their highest potential at this one-of-a-kind event,” says Brian Elza, Co-General Manager of Varsity All Star. “We are proud to support the IASF and what they’ve done to recognize all star’s highest caliber athletes from around the world.”

The IASF released their updated divisions in late September, including information regarding their scoring system, which will serve as the standard for international all star competition and allow developing countries more opportunities to enter the competitive field. The system is designed to encourage the incorporation of creativity and individual cultures into routine choreography. Varsity All Star will maintain its current scoring system for standard USASF divisions, but will be adopting the IASF scoring system for these specific international divisions at all bid-giving events and on-site at The Summit.

More information about these new divisions can be found at <http://varsityallstar.com>. If you need additional information, please contact Sheila Noone, 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 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](http://www.varsity.com) or [www.varsitybrands.com](http://www.varsitybrands.com).