



## **VARSITY SPIRIT ANNOUNCES APPOINTMENT OF BILL SEELY AS PRESIDENT**

Memphis, Tenn., September , 2017 – Varsity Spirit, the driving force behind cheerleading’s dynamic transformation into the high-energy, athletic activity it is today, has announced that Bill Seely will be promoted to the role of President of Varsity Spirit.

“Bill is a natural leader with a remarkable track record of success,” said Jeff Webb, Founder and Chairman of Varsity Spirit. “I wholeheartedly support Bill in this new role, and I am genuinely excited for this opportunity to expand his leadership throughout the entire Varsity Spirit family.”

Bill Seely said, “Under Jeff Webb’s leadership, we have built Varsity Spirit into a high performance organization that is poised to grow globally. I look forward to working with Jeff and our entire team as we continue to build a world class organization that provides unique an exceptional value for our customers and employees.”

For more than 28 years, Seely has played a key role in the Varsity Spirit organization in many different capacities. He began his career in 1989 as a summer camp instructor for Universal Cheerleaders Association, a Varsity Spirit brand, while attending George Mason University in Washington, D.C. Through the years, he steadily expanded his responsibilities and has most recently served as Executive Vice President for Varsity Spirit’s entire Training & Education division.

During a 2004 sabbatical, Seely founded Crosscheck Athletics, which is now one of the largest non-profit youth sports organizations in the greater Memphis area. Upon his return to Varsity in 2010 he was instrumental in the formation of USA Cheer, the national governing body for cheerleading, as well as STUNT, which is now the fastest growing female sport in the country and is under consideration for emerging sport status with the NCAA.

### **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).