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#### **PRESS RELEASE**

[Your contact name]

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#### **LOCAL CHEERLEADING PROGRAM PREPARES TO CONQUER THE D2 SUMMIT**

[Your city, state, date] – [Gym Name], a local cheerleading training facility, is proud to announce that their team(s) [has/have] been selected to compete at one of the nation’s most prestigious cheerleading competitions for small gyms, The D2 Summit, produced by Varsity All Star.

Held at the ESPN Wide World of Sports® Complex at the Walt Disney World® Resort May 10-12, The D2 Summit, is the season-capping goal for many competitive All Star teams. Gyms that compete in Division 2 or D2 only train 125 athletes or less annually, modeled on Division II universities that tend to have fewer students than Division I schools. The 2018 D2 Summit showcased over 1,000 teams and 24,000 competitors from across the United States.

“Teams competing at The D2 Summit must receive a bid at a prior competition to be eligible to participate,” says Brian Elza, Co-General Manager for Varsity All Star, which is comprised of multiple All Star competition brands under the Varsity Spirit umbrella. “That’s what makes The D2 Summit so rewarding for the competitors. If they don’t climb their way to the top throughout their season, they won’t make it to The Summit.”

All Star cheerleading is a discipline of cheerleading that is open to all ages and skill levels. “We like to think of all star cheerleading as the most **inclusive** sport available to young athletes. The D2 Summit provides a place for all of them to shine,” adds Tres LeTard, Co-General Manager for Varsity All Star.

The [Gym’s name] all stars will be competing May 10-12, 2019. Fans at home can watch a livestream of the event on Varsity TV on [Varsity.com](http://Varsity.com).

For more information on The D2 Summit please visit [Varsity.com](http://Varsity.com). If your child is interested in becoming an All Star cheerleader, please visit [Gyms Web Address].

#### **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).

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