

Press Release: *This is an example of a press release. You can use this template to write your own. Simply add in the details of your program to the bracketed sections (delete the brackets), and email or mail to various news outlets (newspaper, radio stations) in your area with a good, clear picture of your team. You can also add your own quote. Check their websites for their news desk; this information is usually available online. Delete this paragraph before sending.*

PRESS RELEASE

[Your contact name]

[Telephone number]

[E-mail address]



LOCAL DANCE PROGRAM PREPARES TO CONQUER THE SUMMIT

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

Held at Disney’s Coronado Springs Resort at the Walt Disney World® Resort May 4-5, The Dance Summit is the season-capping goal for many competitive All Star dance teams. The 2018 Dance Summit showcased over 235 teams and 1,700 competitors from across the United States.

“Teams competing at The Dance 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 Dance 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.”

The Dance Summit includes athletes of all ages and skill levels. “We like to think of All Star dance as one of the most exciting and inclusive activities available to young athletes. Teams that work together get the chance to climb to The Summit.” adds Tres LeTard, Co-General Manager for Varsity All Star.

The [Gym’s name] All Stars will be competing May 4-5, 2019. Fans at home can watch a livestream of the event on Varsity TV on Varsity.com.

For more information on The Dance Summit please visit Varsity.com. If your child is interested in competitive dance, 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 or www.varsitybrands.com.

###