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PRESS RELEASE

[Your contact name]

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LOCAL CHEERLEADING PROGRAM PREPARES TO CONQUER THE 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, The Summit, produced by Varsity All Star.

The Summit, held at the ESPN Wide World of Sports® Complex at the Walt Disney World® Resort May 2-5, is the season-capping goal for many competitive All Star teams. The 2019 Summit will showcase more than 1,500 teams and 24,000 competitors from around the globe.

“Teams competing at The 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 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. Truly anyone can find a local gym, join a team, and attempt a climb to The Summit.” adds Tres LeTard, Co-General Manager for Varsity All Star.

In order to make it to The Summit, [the Gym’s name/mascot] athletes had to succeed at a bid event held earlier in the competitive season. As bid event competitions took place all across the country over various weekends this season, cheerleaders were glued to [Varsity TV](#) on Monday evenings to find out if their weekend’s performance qualified them to join their elite peers in Orlando.

The [Gym’s name] All Stars will be competing May 2-5, 2019. Fans at home can watch a livestream of the event on Varsity TV on [Varsity.com](#).

For more information on The Summit please visit 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 or www.varsitybrands.com.

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