**Press Release:** *This is an example of a press release. Simply add your details to the bracketed sections (delete the brackets), and any additional information that makes this experience unique. Contact to your local news outlets (newspaper, radio stations) in your area with a good, clear photo of the athlete.*

*(Note – search your city, state “local news outlets” in google, and follow the steps to submit content. This may vary from news outlet to news outlet.)*

*Within the release below, there is a space for you to add your own quote. Please do not change any text that is not within brackets.* ***Delete this paragraph before sending.***

**LOCAL HIGH SCHOOL TEAM INVITED TO PERFORM AT THE   
CHEEZ-IT CITRUS BOWL IN ORLANDO**

**Memphis, TN –** **(date)** The [School Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_] cheerleaders/dancers from [City, State \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_] will be performing in the Cheez-It Citrus Bowl in Orlando, Florida on December 31, 2025.

The teams invited to perform in the pre-game performance are trophy winners from Universal Cheerleaders Association (UCA), Universal Dance Association (UDA), National Cheerleaders Association (NCA), National Dance Alliance (NDA) summer camps and Urban Cheerleading Experience (UCE) brands under the Varsity Spirit umbrella.

Team members will travel as a team to Orlando for a week of rehearsals dedicated to preparing them for their Citrus Bowl half-time performance. The dancers and cheerleaders will perform in front of 60,000 fans at this popular college football game in the Camping World Stadium in Orlando, Florida.

The Citrus Bowl has been a college football tradition since 1947. The game gives cheerleaders and dancers the opportunity to perform at the 7th oldest collegiate bowl in the country, as well as the opportunity to visit Universal Studios Orlando.

For more information about the Varsity Spirit All-American Program, visit [www.varsity.com](http://www.varsity.com).

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**About Varsity Spirit**

Memphis-based Varsity Spirit, the driving force behind cheerleading's dynamic transformation into the high-energy, athletic activity it is today, is the leading global source for all things spirit, including cheerleading, dance team, performing arts and yearbook. A division of Varsity Brands, Varsity Spirit is a leader in uniform innovation, as well as educational camps, clinics and competitions, impacting more than a million athletes each year. Focused on safety, entertainment and traditional school leadership, Varsity Spirit's employees have been dedicated to celebrating spirit through its brands since 1974. For more information about Varsity Spirit or Varsity Brands, please visit varsity.com or varsitybrands.com.

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