**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 Mascots to Perform at the CHEEZ-IT citrus bowl**

*Local resident is one of an elite number of Mascots chosen to perform in Bowl Game.*

**Memphis, Tenn**., (Date) – [Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_] from [High School name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_] in [City, State\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_] is one of more than 50 All-American Mascots from across the country who will perform in the Cheez-It Citrus Bowl in Orlando, Florida on December 31, 2025.

The individuals invited to perform in the half-time performance are Mascot All-Americans from Universal Cheerleaders Association (UCA) and National Cheerleaders Association (NCA) summer camps, two brands under the Varsity Spirit umbrella. All-Americans are selected via tryout based on their overall character development and crowd leading skills. Only the top 10% of the mascots attending UCA or NCA camps earn the chance to perform in this year’s Bowl.

Mascots will travel along with cheerleading and dance team members to Orlando for a week of rehearsals dedicated to preparing them for their Citrus Bowl half-time performance, where they will perform in front of 60,000 fans in the Camping World Stadium in Orlando, Florida.

This unique opportunity for mascots is an excellent way to celebrate the New Year. 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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