**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 CHEERLEADER/DANCER TO PERFORM IN THANKSGIVING DAY PARADE AT THE WALT DISNEY WORLD® RESORT**

**Memphis, TN –** [Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_] from [School Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_] in [City, State \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_] is one of more than 800 junior high and high school cheerleaders and dancers from across the country that will represent Varsity Spirit in the 2025 Thanksgiving Tour at the Walt Disney World® Resort in Orlando, Florida.

The individuals invited to perform are part of a select group of cheerleaders and dancers chosen as All-Americans during Varsity Spirit summer camps across the country. All-Americans are selected via tryout based on either superior cheerleading or dance skills at camps operated by Universal Cheerleaders Association (UCA), Universal Dance Association (UDA), National Cheerleaders Association (NCA), National Dance Alliance (NDA), or Urban Cheerleading Experience (UCE). Only the top 15% of the cheerleaders and dancers from Varsity Spirit camps earn the chance to march in a holiday parade of this caliber.

[Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_] will perform with the Varsity Spirit All-Americans in a one-of-a-kind performance through Disney’s Magic Kingdom® Park on during Thanksgiving week. Besides enjoying an exciting trip to Orlando, All-Americans will have the opportunity to meet cheerleaders and dancers from across the nation, take part in an exclusive performance, and enjoy a magical holiday season at Walt Disney World® Resort parks.

[Insert quote from All-American here, explaining what they are most looking forward to, or how they feel about being named an All-American.]

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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