



Dear Coaches, Gym Owners and Cheer Community Leaders,

I hope everyone saw the recent big announcement launching a new professional cheer league. Since then, I've spent time speaking with media outlets across the country about this historic milestone, with our debut generating so much interest that we even made the Associated Press's top 10 sports stories of the week during launch. We've seen nearly 300 stories in media outlets nationwide – and we're still talking to and hearing from reporters from across the country! While we're proud of the response so far, I want to take a moment to address the incredible cheer community that put us on the map.

Cheerleading is more than crowd leading, stunts, routines, and competitions. It's a celebration of athleticism, teamwork, and unyielding spirit. The Pro Cheer League represents a bold step forward, showcasing the very best of our sport at a professional level. By supporting this league, you're helping shape a future where cheer is recognized globally for the dynamic and inspiring discipline it truly is.

As a young boy growing up in New York, it was my dream to play for the New York Yankees, and this dream drove me to push myself to be the best player I could be. While I didn't quite reach that level, I built the character traits that have aided me in so many of my other pursuits and helped me win a national championship with my college cheer team in 1990.

We want the Pro Cheer League to ignite that same passion in young athletes, showing them a clear path to pursue their dreams at the highest level. It will inspire kids to push their limits, strive for excellence, appreciate the value of teamwork and embrace the values of dedication and perseverance that cheer instills like no other sport. A professional league will not only grow participation domestically but also amplify cheerleading's reach worldwide, inviting new talent and fans to join our community.

Imagine the impact: young cheerleaders watching their idols compete on a global stage, dreaming big, and working hard to be their very best. The Pro Cheer League will create role models, spark innovation, and drive the sport's evolution, ensuring its legacy for years to come.



I want to urge everyone, whether you're a school coach, gym owner, choreographer, sponsor, or simply a passionate supporter, to champion this league. While Varsity Spirit remains deeply committed to the long-term success of our current disciplines in school, all star, and college cheer and dance, the success of this new league depends entirely on the support of the cheer community. Attend events, spread the word, and get involved. Together, we have the opportunity to shape a more unified and inclusive future for cheerleading.

We want to hear from you as we work to build something we can all stand behind and be proud of. What do you love? What can we improve? Visit [procheerleague.com](http://procheerleague.com) to learn more and share your thoughts with us. Be sure to follow [Pro Cheer League](#) on social media to stay connected.

Let's come together to make the Pro Cheer League a powerful success for young aspiring athletes across the country, for those who love cheer, for the next generation, and for the global growth of our sport. Let's do this!

Onward and Upward,

A handwritten signature in black ink, appearing to read 'Bill Seely'. The signature is stylized with large, flowing loops and a prominent 'B' at the start.

**Bill Seely**

*A Proud Member of the Cheer Community Since 1984*