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UNIVERSAL CHEERLEADERS ASSOCIATION HAS ANNOUNCED CHANGES FOR 2011 NATIONAL ALL STAR CHEERLEADING CHAMPIONSHIP

Memphis, Tenn, (August 2010) – Universal Cheerleaders Association (UCA) has announced three changes to the National All Star Cheerleading Championship for the 2011 season, which will take place on March 12 -13, 2011 at the ESPN Wide World of Sports at Walt Disney World.

The 15th annual National All Star Cheerleading Championship (NASCC) will be broadcast worldwide on ESPN and ESPN 2. UCA has announced the following changes for all star cheerleaders:

- Unlimited Crossovers at the UCA Nationals in Orlando. The only exception is there will be no crossovers allowed between Levels 4 and 1 or Levels 5 and 1.
- New Scoring Breakdown for Nationals. Day 1 score will account for 20% and Day 2 score will account for 80% of the overall score.
- All USASF divisions will be offered at every UCA All Star Competition, including Open and Open Coed Level 6!

To qualify to compete at this event, all star teams must qualify at one of the UCA Regional Competitions.

Mike Pare, recently named UCA National Sales Director for All-Star, is looking forward to the changes. “I’m excited to be working with all star coaches across the country as UCA All Star enters into our next chapter,” says Pare. “We believe in listening to our customers, and implementing the changes necessary that reflect the needs of our coaches. Together, we will work to ensure that all athletes are experiencing the best the all star world has to offer.”

UCA held its first All Star competition in 1993 with eleven teams and two divisions. Just two years later, UCA knew it was time to create a national championship for All Star teams. In the spring of 1996 UCA hosted its first All Star national competition, the National All Star Cheerleading Championship. Its first year, 32 teams competed in four divisions. By 2000, 150 All Star teams were competing in 10 divisions and each year since then the NASCC has continued to grow and expand.

For more information about this event, visit UCA's website at <http://uca.varsity.com>.

About Varsity

Varsity is the source for all things related to cheerleading and dance team. With a rich heritage and traditions dating back to 1948, Varsity is an innovative global leader comprised of the leading spirit brands and organizations including its educational camps, clinics, competitions and uniforms to teams around the world. Varsity's National Championships, which are held at the Walt Disney World® Resorts, have been televised on ESPN Networks for more than 25 years. Sponsors of Varsity events include Gatorade and Nike. Web-based Varsity TV features thousands of cheerleading and dance team videos and has become a favorite cheer destination for cheerleaders and coaches alike. Varsity has led the way in cheerleading safety as a supporter of the American Association of Cheerleading Coaches and Administrators since 1988 and as a camp leader training nearly 350,000 cheerleaders per year in cheerleading fundamentals with an emphasis on safety. Based in Memphis, Tennessee, Varsity employs 5,000 employees nationwide. For more information about Varsity, please visit <http://www.varsity.com>.