

Contact: Sheila Noone
901-251-5959
snoone@varsityspirit.com



A VARSITY BRAND

**MORE THAN 7,500 ALL STAR CHEERLEADERS COMPETED FOR NATIONAL TITLES AND BIDS
TO THE CHEERLEADING WORLDS**

*380 All Star Teams traveled to Walt Disney World® for the 19th Annual National All Star
Cheerleading Championship*

Three Teams Received Full Paid Bids to the 2011 Cheerleading Worlds Championships

Memphis, Tenn, (March 2011) – Thousands of all star cheerleaders traveled to the Walt Disney World® Resort in Orlando, Florida from March 12 - 13 for the 18th Annual National All Star Cheerleading Championship (NASCC), produced by Universal Cheerleaders Association (UCA), a division of Varsity.

For this National, teams qualified to compete by placing at one of the 39 NASCC qualifying events or receiving a bid at a UCA Camp. The 380 all star teams competed in divisions based on team size, grade level and level of skill. An estimated 15,000 spectators attended the event, held on stages at the Wide World of Sports Complex and The Indiana Jones Theater at Hollywood Studios.

All star cheerleading developed in the late 80s as a competitive style of cheerleading not affiliated with a school or university. There are an estimated 450,000 all star cheerleaders in the United States.

“For the more than 7,500 cheerleaders who competed this weekend, this was a chance to show off their talents to the world,” said Jeff Webb, founder and CEO of Varsity. “We’re proud to continue our 19-year tradition of recognizing the best all star cheerleaders in the country.”

Winning teams from three categories received paid bids to the USASF Cheerleading World’s Championships, which takes place at the Walt Disney World® Resort on April 30 and May 1, 2011.

UCA Bid winners for 2011:

PAID WORLDS BIDS

- Pro Cheer All Stars – Senior Unlimited Coed 5
- Brandon All Strs – International Open Coed 5
- Stingray All Stars – Large Senior 5

AT-LARGE BIDS

- Cheer Illinois Athletics – International Open Coed 5

- Premier Wildcats – Small Senior Limited Coed 5
- Double Down All Stars – Small Senior Limited Coed 5
- CTA All Stars – Small Senior Limited Coed 5
- Rock Solid All Stars – Small Senior Limited Coed 5
- Twister All Strars – Small Senior 5
- Macs All Star Cheer – Large Senior 5
- Epic Cheer Company – Small Senior Limited Coed 5
- Peak Athletics – Small Senior 5

For a full listing of competition results, videos and photos from this event, visit <http://www.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. 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>.