

PRESS RELEASE

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LOCAL CHEERLEADING PROGRAM CLIMBS THEIR WAY TO THE D2 SUMMIT

Griffin, Georgia, April 27, 2017 – Legion of All-Stars, a local cheerleading training facility, is proud to announce that three of their teams have been selected to compete at one of the nation's most prestigious cheerleading competitions for small gyms, The D2 Summit, produced by Varsity All Star.

Held at Walt Disney World® Resort's ESPN Wide World of Sports May 13-14, The D2 Summit, is the season-capping goal for many competitive all-star teams. Gyms that compete in Division 2 or D2 only train 125 athletes or less annually, modeled on Division II universities that tend to have fewer students than Division I schools. The 2016 D2 Summit showcased nearly 500 teams from across the United States. This year, The D2 Summit will host 800 teams with nearly 16,000 competitors.

"Teams competing at The D2 Summit must receive a bid at a prior competition to be eligible to participate," says Brian Elza, Co-General Manager and Vice President of Sales for Varsity All Star, which is comprised of multiple all-star competition brands under the Varsity Spirit umbrella. "That's what makes The D2 Summit so rewarding for the competitors. If they don't climb their way to the top throughout their season, they won't make it to The Summit."

All-star cheerleading is a discipline of cheerleading that is open to all ages and skill levels. "We like to think of All Star cheerleading as the most inclusive sport available to young athletes. The D2 Summit provides a place for all of them to shine," adds Tres LeTard, Co-General Manager and Vice President of Operations for Varsity All Star.

"It has been an exciting year at Legion of All-Stars with our 2016 / 2017 All-Star cheerleading teams winning 14 national and division championships. Our mission at Legion of All-Stars is to bring out the champion in every athlete we train. I am proud of our staff who leads our mission and excited for our athletes who worked tirelessly throughout this season to earn their Summit bids. The Summit is a once in a lifetime experience for some All-Star cheerleaders, and I am thrilled to be taking three of our competition cheerleading teams to this prestigious event this year. Heatwave, Red Lightning, and White Frost, we are going for the rings!", says DeeDee McIntyre, owner of Legion of All-Stars.

The Legion of All-Stars athletes will be competing May 13-14, 2017. Fans at home can watch a livestream of the event on Varsity TV on Varsity.com. For more information on The D2 Summit please visit VarsityAllstar.com. For more information on Legion of All-Stars programs, e-mail deedee.legion@gmail.com or visit in person at 1715 GA 16, Griffin, Georgia.

About Varsity Spirit

Memphis-based Varsity Spirit has been a driving force behind cheerleading's dynamic transformation into the high-energy, athletic activity it is today, and the leading global source for all things cheerleading and dance. A division of Varsity Brands, Varsity Spirit is a leader in uniform innovation and educational camps, clinics and competitions, impacting nearly a million athletes each year. Focused on safety, entertainment and traditional school leadership, Varsity Spirit's 5,000 employees have been helping raise cheerleading's influence and profile since 1974. For more information about Varsity Spirit or Varsity Brands, please visit www.varsity.com or www.varsitybrands.com.

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