



For Immediate Release



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Getting the Word Out: A nationwide commercial released
The USASF is making an effort to communicate the positive benefits

Memphis, TN – May 18, 2009. In conglomeration with Message In a Bottle Productions, the U. S. All-Star Federation has developed a 30 and 60 second promotion that speaks on the positive life benefits of all-star cheerleading and dance. This commercial will be available to any Broadcasting network, education system or gym across the nation.

The commercial is available as a PSA, Beta Tape or 1080i Full HD Blue Ray disc. The 30 and 60 second spot complements the image campaign the USASF is launching representing the positive life benefits of all-star cheerleading and dance. Also available are in school flyers, magazine ads and brochures. The desired outcome is a broader understanding of the sport; all-star cheerleading and dance, through support and contribution to honor local gyms and teams.

“In today’s economic struggles the investments we make in our youth will dictate our future. It is crucial then, that we explain the positive life benefits of all-star cheerleading and dance so that parents can better understand that the return is priceless.”

- Jim Chadwick, President USASF

USASF

A nonprofit in the state of Tennessee, the mission of the U.S. All Star Federation is to maximize the number of participants benefiting from the positive life experiences of all star cheerleading and dance by developing guidelines consistent with the latest best known safety, educational and ethical practices. For more information visit: usasf.net.

Message in a Bottle Productions

Based out of Memphis Ten, Message in a Bottle Productions is a film and videography company specializing in special life memories such as weddings, graduations, events and sporting triumphs. For more information visit: messageinabottleproductions.com.