



For Immediate Release

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### **Be an all-star**

*USASF's campaign to improve the image of cheerleading and dance!*

Memphis, TN – April 9, 2009. The U. S. All-Star Federation increased their efforts to legitimize the sport of cheerleading and dance by developing a campaign to promote the positive life benefits of all-star cheerleading and dance. The target market of this nationwide campaign, are parents and young people who are seeking for an activity which will infuse confidence and leadership skills.

The “Be an All-Star” campaign will include; a PSA available for all broadcasting networks and members, a brochure and pamphlet made in coordination with AACCA, team USA and the ICU, social media networking, ads and human interest press releases. Each of these focal points will reinforce the legitimacy of the sport and the positive ways that all-star cheerleading affects the lives of young people.

“We feel a sense of urgency when it comes to sharing the good news about cheerleading and dance. This activity fosters character in such an incredible way, we want to educate parents and the public so that more young people can benefit. In this economic struggle it is important that parents understand the return on every investment, and their children’s future is an investment that all-star [cheerleading and dance] will significantly reward.”

- Tegan Reeves, Education Director 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.

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