

PRESS RELEASE

NATIONAL CHEERLEADERS ASSOCIATION NATIONAL DANCE ALLIANCE 24th ALL-STAR NATIONAL CHAMPIONSHIP

Dallas, Texas
February 20-21, 2010
NCA.varsity.com and NDA.varsity.com

As the leading All-Star cheerleading brand in the industry, NCA and NDA are proud to host the 24th All-Star National Championship once again at the Dallas Convention Center. Approximately 15,000 athletes and 30,000 spectators are here for this spectacular competition of technical skills, choreography, synchronization and *teamwork*.

The NCA Championship has 74 Divisions that separate teams by skill level, number of athletes, and All-Girl or Coed designation. The "crowd favorite" Special Needs Division is guaranteed to bring the Arena to their feet with thunderous applause.

The NDA Championship has 16 Division/Categories that separate teams by age and style of dance – Jazz, Pom, Hip Hop, and Variety.

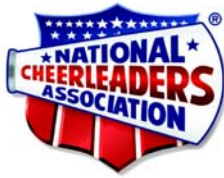
As a founding member of the United States All Star Federation (USASF), the "5-Star" Championship awards Bids to The Cheerleading Worlds and The Dance Worlds. NCA will award 6 Paid Bids and 18 At-Large Bids, and NDA will award 5 Partial Paid Bids, and 10 At-Large Bids at this event.

NCA and NDA have trained millions of cheerleaders and dancers across the U.S. and numerous foreign countries. We continue to administer summer cheer and dance camps nationwide with curriculum that includes technical skills, safety training, leadership, teamwork, personal responsibility, and the development of all-around athletes who will be leaders of tomorrow.

The historical background of our company is significant. Our Founder, Lawrence R. Herkimer, held the first cheerleader camp in Huntsville, Texas in 1948. From that simple beginning, a global cheer and dance industry developed. Herkimer, known worldwide as "Herkie", patented the pompon, created the Spirit Stick (still the most coveted spirit/sportsmanship award at summer training camps), and founded the first Cheerleader Supply Company in the early 1950s to meet the need for ready-made uniforms, shoes, poms, megaphones, etc. of the quickly growing industry.

Our latest achievement is an official sponsorship of the *Make-A-Wish Foundation*®. We are proud to work with this outstanding organization through our summer camps and championships in a continued effort to encourage leadership in the youth of America. We're happy to host Make-A-Wish volunteers at a booth this weekend.

NCA and NDA each year administer six National Championships which include the NCA/NDA All-Star National Championship, NCA Senior and Junior High School National Championship, NCA High School Open National Championship, NDA National Dance Championship, and the NCA and NDA Collegiate Cheer and Dance Championship in Daytona Beach (the largest college championship in the world). Championships are televised on Fox Sports Net and Varsity TV.



24th NCA and NDA All-Star National Championship MEDIA GUIDELINES 2010

Karen Halterman, Senior Vice President – office 972-840-4030 – KHalterman@NationalSpirit.com

NCA and NDA strive to encourage a positive, enriching, family-oriented and memorable experience for all Championship attendees. To help ensure privacy, and be respectful of all teams and team members, we ask for your unyielding support and shared commitment to proliferate our efforts by abiding by the following rules and regulations while covering this NCA/NDA Championship event.

- ABSOLUTELY no photography can be taken for the purpose of selling to teams, family members, or online.**
- Only credentialed photographers (includes official members of the Press and authorized Team Photographers) may photograph teams.**
- Official Media will receive a Media Armband which must be visible on arm at all times, and must be returned to Event Information before leaving the championship daily.**
- Final performances for National Championships are being taped for television. Do not stand in front of stage or mats to capture photography or video.**
- Team Photographers must purchase a Coach Credential to photograph their team(s) and are permitted to shoot from the Coaches Box during their performance.**
- If photographing for your School/Gym/Studio, please do not wear branded clothing or cheer for your teams while performing in a Media capacity.**
- At no time may cameras with extended lens be used in spectator seating to photograph teams, including their own.**
- Photographers may not use strobe lights during the competition.**
- Official Press may not obstruct the view of the Judges by standing or squatting between the performance floor and the Judges. Restricted areas will be communicated to photographers.**
- Do not photograph or conduct interviews in the “On Deck” area behind the stages, or during organized team practices.**
- Coaches’ permission must be granted before interviewing teams at any time.**
- Photographers must abide by the requests of Event Staff.**
- Please support students by focusing on well deserved athletic, all-American images.**

Thank you for your cooperation. If you need assistance, please ask an Event Staff person to locate Karen Halterman.

Performance Orders and Final Standings will be posted on **NCA.varsity.com** under the specific Event heading. Final Results will be posted following the final performances. Please allow at least thirty minutes for the sites to be updated.

Photographer/Reporter Name: _____

Phone Number: _____ Email: _____

Media or Team Affiliation: _____

If Media Affiliate, list Press ID: _____

If Team Affiliate, print Coach Name: _____

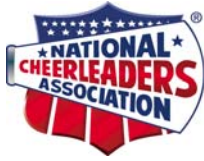
Coach Signature: _____

(If necessary, a written request for Team Photography service with Coach’s signature can be provided.)

I have read and agree to abide by the terms and guidelines outlined above, or will be escorted from the event.

Signature

Date



NCA Requests Your Assistance

NCA is leading the way in the cheerleading world to positively influence the industry in the way our athletes are represented, and cheerleading in general. We ask that you follow our general guidelines of conservative good taste in the protection of our deserving athletes.

Therefore, **please avoid the inside shot of a heel stretch, scorpion, overstretch, etc.**, and shoot straight-on or opposite side instead. We also ask that you help in projecting the usual well-deserved athletic, sportsmanlike image by avoiding shots with “facials” (exaggerated expressions). Facials were a minor trend for a few years which has quickly faded as coaches and parents recognize that **a genuine smile is more representative of cheerleading and is far better received by Championship Judges.**

We at NCA sincerely appreciate your support of these protective guidelines as you photograph the skilled athletes competing for a National Championship title. We are extremely proud of each of them and respect their countless hours spent in pursuit of excellence on and off the competition floor.

Thank you.

Karen Halterman
Senior Vice President
NCA/NDA

In all that we do, we tirelessly attempt to be true to our Creed, the nine statements of the beliefs we hold dear:

1. The athletic activities, cheer and dance, are bonding opportunities around which the entire family can unite.
2. Team cohesion and performance is prized above individual talents and accomplishments.
3. No one single individual makes a team successful; teams become successful through the collective talents and best efforts of all their members.
4. Excellence in the classroom ranks in priority order ahead of excellence in the gym, stadium, field, or studio.
5. There is no substitute for hard work and preparation.
6. Perseverance, resourcefulness, and dedication will overcome obstacles and setbacks.
7. There are no closer friendships than those made through practicing, losing, and winning together as a team.
8. Small triumphs promote confidence, self-esteem, dedication, and desire, which pave the way for future, larger triumphs.
9. The performance arena is merely a practice area for the larger arena of life.