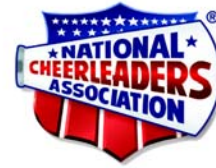


## **PRESS RELEASE**

Karen Halterman  
Senior Vice President



# **30<sup>th</sup> NCA SENIOR & JUNIOR HIGH SCHOOL NATIONAL CHAMPIONSHIP**

**Dallas, Texas  
December 28-29, 2009  
[NCA.varsity.com](http://NCA.varsity.com)**

The corridors and performance Arena of the Dallas Convention Center reverberate with excitement as Teams from around the nation compete for the coveted title of 2009 NCA National Champion!

For the third year, the National Championship will award trophies in both Performance Divisions and Game Time Divisions. Since our first championship 30 years ago, Teams have come together to compete and celebrate their athletic skills in Performance Divisions. In 2008, Game Time Divisions were added to underscore their traditional role of leading the home fans in support of their school athletic teams. We are proud to offer both Divisions as recognition of their #1 responsibility as cheerleaders and to recognize cheerleaders as athletes.

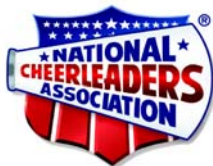
Performance Divisions categorize teams by school level, skill level, number of athletes, and All-Girl or Coed designation. Game Time Divisions award trophies in Sideline Cheerleading, Fight Song, and Time-Out Dance and are categorized by school level.

NCA and NDA have trained millions of cheerleaders and dancers across the U. S. and numerous foreign countries. We continue to lead the way with summer cheer and dance camps from coast to coast with curriculum that includes not only technical skills and safety training, but also leadership, teamwork, personal responsibility, integrity, 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 very 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 newest "first" is our official partnership with the Make-A-Wish Foundation®. We are proud to work with this global charity in our continued effort to encourage leadership in the youth of America, and are happy to host Make-A-Wish Foundation volunteers for a booth at the big event this weekend.

The National Cheerleaders Association and the National Dance Alliance each year administer seven National Championships including the NCA All-Star National Championship, NCA Senior and Junior High School National Championship, NCA High School Open National Championship, NDA National Dance Championship, the NDA All-Star National 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.



## 30<sup>th</sup> NCA Senior & Junior High School National Championship MEDIA GUIDELINES 2009

Karen Halterman, Senior Vice President – office 972-840-4030 – [KHalterman@NationalSpirit.com](mailto:KHalterman@NationalSpirit.com)

NCA and NDA strive to encourage a positive, enriching, family-oriented and memorable experience for all Championship attendees. It is incumbent upon NCA/NDA to provide all patrons with the most desirable environment possible. 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 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 to be visible on arm at all times, and must be returned to Event Information before leaving the championship.**
- Team Photographers must purchase a Coach Credential to photograph during their team's performance. At no time may cameras with extended lenses be used in spectator seating to photograph teams, including their own.**
- Photographers may not use strobe lights during the competition.**
- 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 take photographs, videotape, 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.**
- Must abide by the requests of Event Staff.**
- If photographing for your School/Gym/Studio, please do not wear branded clothing while performing in a Media capacity. In addition, do not cheer for your teams while taking pictures.**
- Please support students by focusing on well-deserved athletic, all-American images.**
- Final performances for National Championships are being taped for television. Please do not stand in front of stage or mats to capture photography or video.**

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

Performance Orders and Final Standings will be posted on [NCA.varsity.com](http://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/Writer Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Media or Team Affiliation: \_\_\_\_\_

If Media Affiliate, list Press ID: \_\_\_\_\_

If Team Affiliate, print Coach Name: \_\_\_\_\_

Coach Signature: \_\_\_\_\_

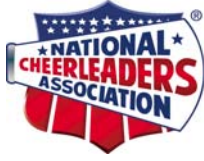
(Or can provide us with written copy of request for Team Photography service with Coach's signature.)

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

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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 a straight-on or opposite side of those shots instead. We also ask that you help in projecting the well-deserved athletic, sportsmanlike image by avoiding shots with “facials” (exaggerated expressions). Facials were a minor trend the last few years which has quickly faded as coaches and parents recognize that **a genuine smile is far more representative of cheerleading** and is 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.