

PRESS RELEASE

2009 NCA/NDA COLLEGIATE CHEER AND DANCE CHAMPIONSHIP

Daytona Beach, Florida
April 8-12, 2009
NCA.varsity.com and NDA.varsity.com

April in Daytona Beach is the place to be for college Cheer and Dance teams from all over the nation as they compete for the coveted titles of 2009 NCA or NDA Collegiate Champion at *the largest College Cheer and Dance Championship in the world.*

Almost 5,000 student athletes and 15,000 supporters and spectators convene each year for this spectacular competition of technical skills, breathtaking choreography, crowd pleasing showmanship, synchronization, and teamwork. Seven (7) Dance Divisions and eleven (11) Cheer Divisions separate teams by designation of All-Girl or Coed, skill level, university enrollment (Division 1, 1A, or II), Junior College, or International. Championship winners are also awarded for Partner Stunts, Group Stunts, and Mascot at Stunt Fest Mania on Saturday.

The first College National Championship was held in Dallas, Texas in 1981. The event was moved to the sunny shores of Daytona Beach in 1996, where it has reigned for 14 years against the beautiful backdrop of the Bandshell stage and coastline sunsets.

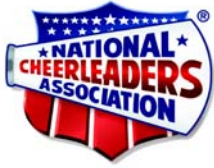
The historical background of our company is significant in that our founder, Lawrence R. Herkimer, held the first cheerleader camp in Huntsville, Texas in 1948. From that simple beginning, a global cheer and dance industry developed. Herkimer, known worldwide as "Herkie", patented the pompon, created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

A crowd favorite of the Championship Awards Ceremony occurs yearly when Herkie takes the stage to personally present the National Championship Trophy to division winners.

NCA and NDA have trained literally 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 our #1 focus on safety training, technical skills, leadership, teamwork, personal responsibility, integrity, and the development of all-around athletes who will be leaders of tomorrow.

Our newest "first" is our official partnership with the Make-A-Wish Foundation®. We are proud to work with such an outstanding organization in our continued effort to encourage and support leadership in the youth of America.

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



2009 COLLEGIATE CHEER & DANCE CHAMPIONSHIP MEDIA GUIDELINES

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

Please email or fax this form to 972-840-4010 prior to 5pm on April 3, 2009, or present in person at the Event Information Booth upon arrival.

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. Thank you for your cooperation.

- ABSOLUTELY no photography can be taken for the purpose of selling to teams, family members, etc. or online.**
- Only Official Media (includes Official Press and authorized Team Photographers) may photograph teams from designated areas.**
- Official Media will receive a Media Armband to be visible on arm at all times that must be returned to Event Information before leaving the championship daily to retrieve their ID.**
- Team Photographers must purchase a Coach Credential to be allowed admittance to restricted team areas and to photograph their team’s performance. At no time may cameras with extended lens be used in Spectator Seating to photograph a team, including their own.**
- Team Photographers may not wear team branded clothing or cheer for a team while performing in a Media capacity.**
- Photographers may not use strobe lights during the competition.**
- Do not obstruct the view of the Judges by standing or squatting between the performance floor and the Judges. Designated 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.**
- Coach’s permission must be granted before interviewing teams at any time.**
- Official Media must abide by the requests of Event Staff.**
- Final performances for National Championships are being taped for television. Shoot from designated areas only. Do not stand in front of stage or mats to capture photography or video.**
- Please support student athletes by focusing on well-deserved athletic, All-American images.**

Performance Orders and Final Standings will be posted on NCA.varsity.com and NDA.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’s Name: _____

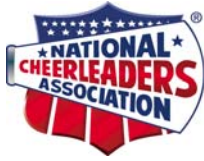
Coach Signature: _____

(Or can provide us with written copy of request for team photography 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.

Signature

Date



NCA Requests Your Help

NCA is leading the way in the cheerleading world to positively influence the industry in the way young 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, All American, sportsmanlike image by avoiding shots with “facials” (exaggerated expressions). Facials have been 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 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.

Upon arrival at the NCA/NDA Collegiate National Championship, please go to the Event Information booth to fill out the required form to receive an Official Media Armband.

Thank you.

Karen Halterman
SVP
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.