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VARSITY BRANDS ANNOUNCES THE AMERICAN SPIRIT LEADER AWARDS FOR CHEER

Dallas, Texas, January 10, 2018 – Varsity Brands, the leading organization that empowers young people by encouraging participation, recognizing achievement and building community and school spirit, has announced their American Spirit Leader Awards for Cheer.

San Clemente High School cheerleading team, from San Clemente, Calif., has received the American Spirit Leader Award for cheerleading. The award is part of the third annual Varsity Brands School Spirit Awards, which celebrate the very best of America’s high schools, and distribute \$100,000 in awards across a total of 25 categories, including a \$25,000 grand prize for America’s Most Spirited High School. Submissions for the remainder of the Varsity Brands School Spirit Awards open on January 10 and close on January 23. Category finalists will be announced on February 9.

“Varsity Brands encourages communities to come together and find ways to increase school spirit. The experiences people have in school can shape who they are for the rest of their lives. We appreciate and want to recognize the efforts of cheerleaders to keep school spirit a positive part of their community,” said Jeff Webb, Chairman of Varsity Brands.

"Varsity Brands understands the strong connection between school spirit and student achievement," added Adam Blumenfeld, CEO of Varsity Brands. "We're proud to celebrate front-runners in schools nationwide who inspire excellence in their students and peers."

The coach and a small group of cheerleader from Sam Clemente High School will be recognized at the National High School Cheerleading Championship on February 10 and 11, which takes place at the ESPN Wide World of Sports on the grounds of the Walt Disney World® Resorts.

“The San Clemente cheerleading squad embodies the motto at San Clemente High School – ‘*One Town, One Team*,’” says Amber Stanco, San Clemente High School Cheer Coach. “The Triton cheerleaders illustrate the development of leadership skills, self-discipline and positive relationships through respect, trust and teamwork, and demonstrate these values equally in performances, competitions and sideline support.”

Click [HERE](#) to learn more about the various awards. Entrants must be nominated by a student, colleague or community member, and submissions must include a 500-word essay outlining why the nominee is deserving of this award, one letter of recommendation, photos and other supporting materials demonstrating the nominee's work.

Varsity Brands has conducted extensive research showing a direct connection between school spirit, community and school involvement, academic achievement and self-confidence. According to a Harris

Poll and subsequent [white paper](#) published in 2014, 80% of high school principals believe that school spirit is a key measure of an effective school administration and 92% feel that school spirit is tied to student achievement.

To learn more about the Varsity Brands School Spirit Awards, please visit www.varsitybrands.com.