

CONTACT:
Sheila Noone
Varsity Brands
901-251-5959



VARSITY BRANDS ANNOUNCES THE AMERICAN SPIRIT LEADER AWARDS FOR DANCE

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 Dance.

Rock Canyon High School dance team, from Highlands Ranch, Colo. has received the American Spirit Leader Award for dance. 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 dance teams 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.”

Rock Canyon High School dance team will be recognized at the National Dance Team Championship, which takes place on February 3 and 4, which takes place at the ESPN Wide World of Sports on the grounds of the Walt Disney World® Resorts.

“The Rock Canyon pom team shows that spirit doesn’t just happen, it must be built,” says Christina Leone, the coach of the Rock Canyon High School Dance Team. “The Jaguar standard is to provide students with successful, meaningful extracurricular experiences, high academic achievement, representation at all athletic events, trusted relationships and a supportive and spirited community at Rock Canyon High School.”

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.