



Cincinnati is Proud Host of 2014 All Star Challenge: Battle Under the Big Top

Over 4,000 cheerleaders and dancers and their families will take over the stage at the Duke Energy Center this Saturday and Sunday, November 22 and 23. The 2014 All Star Challenge: Battle Under the Big Top will host 187 teams competing throughout the weekend. The event will last from 8:00 a.m. - 8:00 p.m. on both Saturday and Sunday. Admission is \$20/day or \$30/two day pass. Children (6-12 years), Seniors (65+), and those with a Military ID, are \$10/day.

There will be plenty for the entire family with multiple stages being used at all times. Cincinnati will see over 8,000 people involved with the All Star Challenge, which has led to 2,000 booked hotel rooms and an economic impact of \$600,000 to the Greater Cincinnati Area.

Cincinnati kicks off the All-Star Challenge season for a total of 6 competitions across the U.S. (Atlanta, Chapel Hill, Raleigh, Orlando, Baltimore, and Cincinnati). National Champion awards in every division, All Star Challenge signature trophies, and \$1000's of dollars to Grand Champions for each level will be given out.

For more information on the All Star Challenge Cheer & Dance National Championships and to find the schedule for the weekend, please visit <http://www.allstarchallenge.com/>

About Greater Cincinnati Sports Corporation

The Greater Cincinnati Sports Corporation (GCSC) strives to enrich the community through the acquisition of amateur and professional sporting events, by maximizing economic impact and promoting the Greater Cincinnati region as a premier sports destination. GCSC has a 25-year history of hosting more than 250 events that brings pride, visibility and positive economic impact to the region. From World and National Championships to community-based programs, GCSC is making a difference in the quality of life for Cincinnati USA. GCSC, as the region's only non-profit sports tourism and event management organization, represents the Cincinnati USA hospitality community and partners Cincinnati USA and Northern Kentucky Convention & Visitors Bureaus. For more information and a calendar of events, please visit www.cincysports.org.

About Cincinnati USA CVB

The Cincinnati USA Convention & Visitors Bureau is an aggressive sales, marketing and service organization whose primary responsibility is to positively impact Hamilton County's and the City of Cincinnati's economy through convention, trade show and visitor expenditures. The travel and tourism industry traditionally has been a \$3.4 billion industry in Cincinnati USA, employing 81,000 people in a variety of fields and, historically, bringing five million visitors to the region annually. To learn more about Cincinnati USA, visit CincyUSA.com.