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It's Cheer and Dance Turned Upside Down.....It's LIVE! - Cincinnati

Cincinnati, OH – It's Cheer and Dance Turned Upside Down! On January 29-30, 2011, The JAM Brands will host LIVE! – Cincinnati. Nearly 2,700 cheerleaders and dancers will walk the red carpet for LIVE! - Cincinnati, a cheer and dance show at Duke Energy Center. LIVE! scoring, red carpet entrance, an interactive host and a Hollywood themed production are a few of the things that will be experienced at LIVE! From the moment teams enter to the moment they depart, they are the stars of this show.

This show will feature more than 160 cheer and dance teams with athletes representing four states: Indiana, Kentucky, West Virginia, and Ohio! Almost 4,000 spectators are expected to travel to Cincinnati to watch these athletes compete for awards in their respective all-star and school divisions. Admission is free, and the show is open to the public.

Teams will compete at this LIVE! show for awards in their respective divisions and for overall Champion awards. Who knows? Other awards such as, "Best Diva Performance," "Off the Hook Tumbling Section," and even better "Show Stopper" will be awarded. Each performer will receive a trophy and all first place teams will receive a Champion banner and Champion t-shirts. All second and third place teams will receive ribbons. LIVE teams compete on time and the schedule is based on level progression from level 1-6. Teams receive their scores just minutes after performing. Once a team has won, the current 1st place team will be escorted to the LIVE Leader Lounge. While in the lounge, teams get to lounge in a posh area with a LIVE DJ spinning tunes.

LIVE! - Cincinnati is produced by LIVE!, LLC., located in Louisville, KY. LIVE! is a proud company of The JAM Brands, LLC. LIVE! is currently producing more than 15 events all over the United States between November 2010 and March 2011. For more information, please visit www.jamlive.com.

"We're thrilled to team up with Jam Brands to host this event. This provides young athletes the ability to compete in a premier event in a premier easily accessible region", said Leslie Spencer, Greater Cincinnati Sports Corp's Executive Director.

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 & Northern Kentucky region as a premier sports destination. We have a 22-year history of event management that brings pride, visibility and positive economic impact to this region. From World Championships and National Championships to community-based programs designed to benefit our youth, we are making a difference in the quality of life for Greater Cincinnati. GCSC is funded in part by and represents P&G and the Cincinnati USA and Northern Kentucky Convention & Visitors Bureaus. For more information on GCSC or a full calendar, visit www.CincySports.org.

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