

# CINCINNATIUSA SPORTS COMMISSION



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FOR IMMEDIATE RELEASE

## **ALL STAR CHEER CHALLENGE Drives 3,200 Gymnastics to Duke Energy Convention Center**

Nearly 3,200 cheerleaders from 12 US states including Canada and over 40 cities with their families will take over Cincinnati Duke Center this weekend, November 18-19.

ALL STAR CHALLENGE will return to Cincinnati for the 11th year and will boast more than 210 athletic performances in both cheer and dance as part of the 2017 LoneStar Round Up. The event will be held at the Duke Energy Center from approximately 8:00am – 9:00pm both Saturday and Sunday. Cincinnati kicks off the All-Star Challenge season for a total of 6 competitions across the U.S. (Atlanta, Baltimore, Myrtle Beach, Orlando, Raleigh).

Admission to the events is \$20 on Saturday and Sunday. There is a 2-day pass for \$30. Children 5-18 years are \$10 on Saturday and Sunday. Children under 5 are free.

“Duke Energy Convention Center has been a great host partner for over a decade growing this prestigious youth national event for our hotels and driving large economic impact with the 205 visiting teams,” said Leslie Spencer, Cincinnati USA Sports Commission Executive Director.

Where sport collides with theater, athlete meets actor, and coach becomes director, for it is their belief that all-star cheerleading and dance, perhaps more than any other sport, is judged not solely upon the sum of its parts, but on the overall entertainment value of superior technical athleticism combined with creative presentations. Achieving this balance is – THE ALL STAR CHALLENGE.

All Star Challenge joined the nation’s largest and most prestigious ensemble of spirit industry providers, Varsity Brands in 2008. Varsity Brands will continue to operate independently. Varsity has been the driving force in making cheerleading the dynamic, athletic, high profile activity it is today. By combining high energy entertainment with traditional school leadership, have driven the development of an international phenomenon that now not only includes millions of young Americans, but also a rapidly growing number of participants worldwide. Varsity is comprised of the leading organizations and brands in the various cheerleading segments, including its educational camps and clinics, competitions, and uniforms.

*The Cincinnati USA Sports Commission (CSC) strives to enrich the community through the acquisition of amateur and professional sporting events, by maximizing economic impact and promoting the Cincinnati USA & Northern Kentucky region as a premier sports destination. CSC has a 28-year history of event management that brings pride, visibility and positive economic impact to this region. From World and National Championships to community-based programs designed to benefit youth, CSC is making a difference in the quality of life for Greater Cincinnati. CSC is funded in part by and represents Cincinnati USA and meetNKY Convention & Visitors Bureaus. For more information on CSC and a full event calendar, visit [www.cincysports.org](http://www.cincysports.org).*

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