



## **2009 International All Levels Championship**

Additional details have been released about the new International All Levels Championship, an event created due to an overwhelming interest for an All Levels season finale Championship for all star cheer teams.

The inaugural event will take place Friday and Saturday, April 10 – 11, 2009 (Easter weekend) in two cities. Teams will compete in Atlanta at the Georgia World Congress Center and in Los Angeles at the Los Angeles Convention Center. The location at which teams compete, east coast or west coast, will be determined by the state in which the team resides.

In the week following the competitions, the winning routines in each division will be broadcast via the internet, scored again by a panel of judges, and the International All Levels Champions will be announced. Soon thereafter, four to six webisodes, each showcasing specific divisions, will be simulcast via web stream.

Teams will qualify for the International All Levels at select 2008-2009 championships held across the country and run by the industry's most prestigious event producers, including: ACA, All Star Challenge, American Championships, American Cheer Power, American Spirit Championships, Athletic Championships, Cheer America, Cheer Gyms Association, CHEERSPORT, Deep South Cheer, JAMZ, NCA, Pac West, Spirit Celebration, Spirit Cheer, Spirit Festival, Spirit Sports, Universal Spirit, UCA, UCF, UPA, USA, and WSF. A listing of those qualifying events is attached.

Divisions offered at the USASF/IASF Cheerleading Worlds, Tiny divisions, and Mini divisions will not be offered at the International All Levels. All other Senior, Junior and Youth divisions in Levels 1 through 5 will be offered. In addition, Small Gym divisions will be offered in accordance with USASF division guidelines.

First, second and third place teams that earn a bid to the International All Levels will pay only \$50, \$70 and \$90 per athlete, respectively, as opposed to the standard \$125 registration fee. Event producers will also award five at large bids at each qualifying event at their discretion. In addition, one team from each qualifying event will be granted a paid bid for registration fees, a \$4,500 value.

Billy Smith, Owner of Cheer Gyms Association says, "There is already such a buzz in the industry about this event, and I am excited to be involved. Small Gyms across the country are going to be thrilled for the chance to compete at this level."

"Assisting the USASF/IASF in establishing all star athlete scholarship funds was reason enough for All Star Challenge to join forces with other industry leaders to provide an opportunity for teams at all levels to become International Champions," added Don Collins, President of All Star Challenge.

For additional information, contact Mike Martinez, 866-894-7848.

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