



INTERNATIONAL CHEER UNION

International Governing Body for World Cheerleading

Contact:

Sheila Noone

901-251-5959

ICUmediarequest@gmail.com

International Cheer Union Celebrates 75th member nation

With the addition of Greece, the international cheerleading community now has 75 nations with governing bodies of cheerleading.

ORLANDO, Fla. (July 2009) — As evidence of cheerleading's popularity and accessibility around the world, the International Cheer Union has welcomed its 75th member country. Joining recent additions Sri Lanka and the British Virgin Islands, Greece has recently completed the membership process.

"We are celebrating just how widespread cheer has become across the world," said Karl Olson, Secretary General of the ICU. "What started on an American college campus more than a hundred years ago has become a beloved sport on every continent."

The International Cheer Union (ICU) proudly counts 75 member countries from all five continents. It is the non-profit governing entity for international cheerleading, with the goal of expanding overall participation in cheerleading worldwide. The 2009 ICU World Championship was held in April in Orlando, FL, with cheerleading teams from 40 countries competing for titles.

"This milestone represents the growing popularity of cheer across the world, and is a reflection of its strength," says Jeff Webb, President of the ICU "Cheerleading's growth is a testament to its popularity among athletes, its ease of entry and its fundamentally positive nature."

As the ICU continues its pursuit towards formal recognition as the official world governing body for cheer, its growth and quick ascent are critical towards this goal. With this milestone addition, the ICU will be submitting formal final documents to the international sports organizations, including the International Olympic Committee (IOC) and the General Assembly of International Sports Federations (GAISFs).

About the ICU

The International Cheer Union (ICU) was formed as the non-profit international governing entity whose mission is to advance cheerleading on a global scale. With 75 member nations, the ICU represents the various geographical areas where cheerleading exists. The ICU promotes healthy



INTERNATIONAL CHEER UNION

International Governing Body for World Cheerleading

competition, rule development and education for parents, coaches and students so that the sport can progress in a safe and organized way. The ICU is currently fulfilling membership requirements for the General Assembly of International Sports Federations (GAISFs) and its Executive Council participated in recent meetings with International Federation Presidents and members of GAISFs. More information can be found on www.cheerunion.org. Photography is available upon request. Contact Sheila Noone at icumediarequest@gmail.com for more information.