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The Authentic Red Carpet Experience.....It's LIVE! - Cincinnati

Cincinnati, OH – It's Cheer and Dance Turned Upside Down! On January 28-29, 2012, The JAM Brands will host LIVE! - Cincinnati, in Cincinnati, OH. Nearly 2500 cheerleaders and dancers will walk the red carpet for LIVE! - Cincinnati, a cheer and dance show at The Cintas 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! – Cincinnati.

This show will feature more than 150 cheer and dance teams with athletes representing four states: Indiana, Kentucky, West Virginia, and Ohio! Almost 4000 spectators are expected to travel to Cincinnati, OH 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! - 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 10 events all over the United States between September 2011 and April 2012. For more information, please visit www.jamlive.com.

About Greater Cincinnati Sports Corporation (GCSC)

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 23-year history of hosting more than 250 events that brings pride, visibility and positive economic impact to the region. 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

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