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FOR IMMEDIATE RELEASE

COME SEE WHO WILL BE CROWNED THE QUEEN OF THE NILE AT THE ALL STAR CHEER CHALLENGE

Nearly 1,600 cheerleaders and dancers and their families will take over Cincinnati Duke Center this weekend, November 11-12. . Queen of the Nile begins on Saturday with Round 1 of team competition in both cheer and dance. It concludes on Sunday with Round 2 and the awarding of up to 30 specialty awards, National Champion awards in every division with two or more teams, the famous STAR trophies, and up to \$22,000 to Super Divisional Winners.

The Queen of the Nile will return to Cincinnati for the 5th year and will boast more than 110 athletic performances in both cheer and dance. The event will be held at the Duke Energy Center from approximately 9:00am – 5:00pm both Saturday and Sunday. Cincinnati kicks off the All-Star Challenge season for a total of 5 competitions across the U.S. (Atlanta, Raleigh, Jacksonville, Baltimore and Cincinnati).

Admission to the events is \$15 on Saturday and Sunday. There is a 2-day pass for \$25. Children 5-18 years are \$10 on Saturday and Sunday. Children under 5 are free.

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 joined the nation's largest and most prestigious ensemble of spirit industry providers, Varsity Brands in 2008. Herff Jones recently purchased Varsity Brands. Indianapolis-based class ring and yearbook seller Herff Jones Inc. acquired Varsity Brands Inc. in Memphis this summer. Varsity Brands manufactures and distributes apparel for cheerleading and dance activities, with subsidiaries and programs that regulate and administer most organized cheerleading activities in the United States. The company was founded in 1974. Both companies primarily market their products to high schools and colleges throughout the United States.

Varsity Brands will continue to operate independently. It has 900 employees in offices in Memphis, Dallas and Los Angeles, and roughly \$200 million in annual revenue.

Herff Jones is the 14th-largest private company in the Indianapolis area in terms of revenue, according to IBJ research. It reported revenue of \$492 million in 2010. At the time, it had a total of 3,754 employees.

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. GCSC has a 22-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, GCSC is 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 and a full event calendar, visit www.cincysports.org.

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