



December 1, 2017

Cheer Canada is pleased to announce that Karma, the much celebrated Open All Girl level 6 team from the Flyers Cheer Gym in Montreal, Quebec will be participating in the Global Cheerleading Supporters initiative, led by the Korean Cheerleading Association; supporting athletes and raising awareness of our sport at the XXIII Winter Olympic Games in Pyeongchang, South Korea in February, 2018.

Flyers, Canada's most decorated All Star program at the Cheerleading World Championships, was specifically asked to participate through an invitation from the Korean Cheerleading Association in September, 2017; at a time when Cheer Canada was in the midst of revising its governance structure and electing a new Board of Directors. Cheer Canada successfully concluded this governance process on October 11th, 2017. It was not until November 29th, that Cheer Canada became aware of the invitation accepted by Flyers and the Global Cheerleading Supporters initiative that the Korean Cheerleading Association is planning.

Cheer Canada supports Karma in their journey to Korea and know they will represent our country and cheer industry with pride. Karma has medalled in each of the past five years at Cheerleading Worlds in Orlando, placing bronze twice, silver twice and gold once. Sending an accomplished team like Karma that competes in Level 6 makes sense, knowing that Olympic competition will also be Level 6.

"We are very excited to be invited to represent Canada during the festivities of the XXIII Winter Olympic Games. We will do our very best to make all Canadians proud as we support our athletes, the Olympic spirit and promote the sport of cheerleading that we all love so much", said Charles Lanoue, co-owner of Flyers Cheer Gym.

Teams from the top medalling countries in the Winter Olympics have been invited to participate in this celebration. Cheer Canada has learned that most of the participating teams are individual Cheer teams; not their country's representative team (i.e. Team Canada). All cheer teams will be participating in awards ceremonies, generating support and sideline cheering at venues and possibly participating in the Closing Ceremonies. A friendly showcase after the closing of the Olympics is also being planned. Details of all activities are still being refined.

Karl Olson, Secretary General of the International Cheer Union, the governing body of the sport of Cheerleading, noted *"Canada has a very strong tradition of Cheerleading that is recognized world-wide. As one of the top medalling nations within the Winter Olympic Games, we look forward to sharing the great talent of Canada Cheerleading with the Winter Olympics community and fans. This will be an excellent and significant opportunity internationally to showcase the Sport of Cheer and its talented athletes."*

Looking to the future, Cheer Canada is forming a representative committee to investigate best practices and provide recommendations to the Board for how it may best deal with requests to represent Canada internationally and to adopt a fair and transparent process of team selection that they may then represent Canada in various competitions and international events. In 2018, there are two international events which make this selection process a priority for the Board. Firstly, Cheer Canada supports Costa Rica's bid to host the 2018 Pan-American Championships in November, 2018 and would like to endorse a team to compete. As well, Canada has been asked to support the FISU World University Cheerleading Championships in Lodz, Poland in October, 2018. Both events will have relatively short time horizons for team selection. Cheer Canada wants to provide enough time to prepare and the opportunity for as many teams as possible to be considered for selection for both of these competitions.



It is important to note that for some international events, it is customary to have pre-existing teams provide Canadian representation and for others, that a truly national “Team Canada” is selected. The Canadian Cheer Union (CCU), was established in 2009 for the sole purpose of fielding true National teams at the ICU World Championships held yearly in Orlando, Florida. Cheer Canada will be working hand in hand with CCU to ensure Canada has a clear selection process and understood expectations of all athletes and teams who may represent Canada.

With Cheer Canada now having a legitimate voice in our sport, it is important that all future requests for international participation and representation flow directly through our country’s governing body and be subject to an open and transparent selection process.

For more information, please contact Jim Greenough at president@cheerleadingcanadainc.com.

Sincerely,

Jim Greenough, President

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***Cheerleading Canada Inc.** is the sport governing body responsible for the education, training and development of judges, coaches and athletes for all Cheerleading in Canada. Cheerleading is an amazing team sport for life; available for all ages and abilities.*