

*Cheering for your life.*

**NATIONAL  
CHEER SAFETY  
FOUNDATION**

**TSC**



The Spirit Consultants, LLC  
12400 Ventura Blvd #777  
Studio City, CA 91604

CONTACT: David Kirschner  
Office: (310) 702-3433  
Fax: (310) 862-6743

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**THE NATIONAL CHEER SAFETY FOUNDATION, THE CALIFORNIA HIGH SCHOOL CHEER AND DANCE ASSOCIATION AND THE SPIRIT CONSULTANTS ANNOUNCE THEIR STRATEGIC PARTNERSHIP TO IMPROVE CHEERLEADING SAFETY**

STUDIO CITY, CA – The National Cheer Safety Foundation (NCSF), the California High School Cheer and Dance Association (CHSCDA) and The Spirit Consultants (TSC) have partnered together in a direct effort to improve cheerleading safety for all cheerleaders throughout California. The three-way partnership is focused on reaching out to every high school cheerleader, coach, advisor and administrator in the state to better educate, credential, prepare and train everyone for a safe and successful future.

Kimberly Archie, the founder of the National Cheer Safety Foundation says that “cheerleading is the number one cause of catastrophic injury to high school and college female athletes. As industry leaders we can't afford to focus on what we have already done for safety. Going forward we need to go the extra mile, think outside the box and create real change that will save lives. This partnership is the first step in that direction.”

Working side by side, all three organizations will spread a single, unified, statewide message that the future of cheerleading lies in our dedication to enhancing safety for everyone involved. The CHSCDA and NCSF will focus on coaches and administrators, educating them on the newest safety procedures, rules and training techniques. TSC will operate as the instructional arm that cheerleaders, coaches and advisors can go to in order to get the most qualified cheerleading training available.

According to Dr, Enrico N. Esposito, the Chair of Sports Medicine for the United States Sports Academy, “a coach’s first responsibility is the safety of their athletes. One of the key elements of concern for the safety of all athletes is controlling the environmental conditions in which these athletes perform their sport. The more environmental factors that can be controlled the safer the athlete.”

It is for reasons like this, that TSC, with the support of the CHSCDA and the NCSF, has already begun implementing new safety standards within their summer camp program. Coaches and cheerleaders in southern California will now have the option to attend a summer cheer camp that offers a matted surface for all stunt training, as well as completely indoor and air-conditioned facilities. These changes greatly reduce the risk of injury from falling out of a stunt, heatstroke, sunburn and dehydration that many cheerleaders are exposed to by attending outdoor summer cheerleading camps.

David Kirschner, president of The Spirit Consultants and founder of the California High School Cheer and Dance Association says, “safety is our number one priority and we’re proud to be working with the NCSF in order to bring the safest training to cheerleaders and coaches in our state. Our partnership is the start of a long lasting relationship driven by the goal to improve cheerleading safety for everyone involved.”

The National Cheer Safety Foundation, California High School Cheer and Dance Association and The Spirit Consultants know that this partnership will start guiding the cheerleading industry in a safer direction. No one wants to see the elements that make cheerleading what it is today disappear, forcing our activity and sport to return to a state of limited sideline activity. It is therefore the responsibility of those in the position to affect change, to step forward and begin to challenge our current standard of safety education and training.

**ABOUT THE NCSF:** The Cheer Safety Experts of the National Cheer Safety Foundation (NCSF) are dedicated to raising the bar in cheer safety and all youth sports to reduce injury, disability, and death from preventable injuries through awareness, research and education. The NCSF has working partnerships with the National Center for Catastrophic Sports Injury Research, The Spirit Consultants, The Sports Concussion Institute, the United States Sports Academy, Wells Fargo Insurance and the California High School Cheer & Dance Association. For more information, please go to [www.nationalcheersafety.com](http://www.nationalcheersafety.com). To report cheerleading injuries for research go to [www.cheerinjuryreport.com](http://www.cheerinjuryreport.com).

**ABOUT TSC:** The Spirit Consultants provide personalized comprehensive cheerleading skills training; summer cheerleading and dance camps; year-round private stunt clinics; competition choreography; and much more for all high school spirit programs with an emphasis on safety, teambuilding and goal achievement. TSC is a network of cheerleading professionals and instructors focused on increasing the level of training and preparedness of high school cheerleading through one-on-one custom program development, safe skills training and expert industry knowledge. For more information, please visit [www.thespiritconsultants.com](http://www.thespiritconsultants.com).

**ABOUT THE CHSCDA:** The mission of the California High School Cheer and Dance Association (CHSCDA) is to provide spirit safety education, program support and resources for every coach and advisor. CHSCDA will uphold the safety standards and guidelines set by our industry, throughout the state of California. Noticing a strong need for a statewide organization specifically established for the benefit of high school cheerleading and dance coaches, the founders sought to make quality spirit education, resources and support easily accessible to every coach and spirit program in California. For more information please visit [www.chscda.com](http://www.chscda.com).