



Atlanta Welcomes 2004 CHEERSPORT National Cheerleading and Dance Championships

ATLANTA (Jan. 6, 2004) – The Atlanta Convention and Visitors Bureau (ACVB) welcomes the 2004 CHEERSPORT National Cheerleading and Dance Championships, the largest cheerleading and dance competition in the United States, back to Atlanta Jan. 16-18, 2004, at the Georgia World Congress Center (GWCC).

An annual event in Atlanta since 1997, CHEERSPORT will bring the top cheerleading and dance teams from more than 30 states. One of the fastest growing sports in the country, more than 800 teams and their fans totaling 50,000 visitors are estimated to attend the event, generating an economic impact of approximately \$18 million for Atlanta.

Since 1997, CHEERSPORT has grown from 32 teams, predominantly from the Atlanta area, into a nation caliber competition that serves as a recruiting ground for top collegiate cheerleading programs throughout the country.

According to CHEERSPORT president Kevin Brubaker, “Atlanta’s reputation as a host of world-class sporting events and its ability to handle our continued growth has been an integral part of establishing our National Championship as one of the premier events in our sport.”

“Atlanta has world-class sports facilities with a large number of hotel rooms within walking distance,” said Spurgeon Richardson, ACVB president. “The city’s accessibility, family-friendly restaurants, transportation and attractions all within the blocks of downtown create a dynamic and welcoming atmosphere for youth sporting events. We’re excited to welcome back CHEERSPORT for another great competition.”

Atlanta is known as the sports capital of the world and a major supporter of both youth and women’s sports. Home to seven professional sports teams, the city boasts state-of-the-art sports facilities. In addition to hosting the 1996 Olympics, Atlanta has hosted two Super Bowls, two TOUR Championships, the PGA Championship, five World Series, the 2002 NCAA Men’s Final Four, the 2003 NBA All-Star Game, 2003 NCAA Women’s Final Four, the 2004 U.S. Figure Skating Championships and the annual Chick-fil-A Peach Bowl.

Established in 1913, the ACVB is a private, non-profit organization created exclusively to market metro Atlanta and Georgia as the premier conventions, meetings and leisure destination in the regional, national and international marketplace, and favorably impact the Atlanta economy through conventions and tourism.

For more information about CHEERSPORT, go online to www.cheersport.net. For more information about Atlanta and the ACVB, visit www.atlanta.net.

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