1898 **BIRTH OF CHEER**



sporting event, student Johnny Campbell jumps on the sports field and leads and entertains the crowd in "Cheers" and "Chants." Cheer is born.

The Sport of Cheer is an Athletic. Independent Sport with a Long, Innovative **History!**

EARLY 1920'S **NEW CHEER TECHNIQUES** INTRODUCED

Cheer athletes introduce new techniques to assist their efforts. Signs, Arm Motions, basic Cheer stunt skills are introduced to further motivate the crowd at sporting events.

1940's

athletes today.

1948

INTRODUCED

CHEER TRAINING CAMPS

Former Cheer athlete

Herkimer begins Cheer

training camps. By 1961,

Cheer athletes around the

USA each year. Future

ICU President Jeff Webb

works to assist Herkie in

the late 1960's.

Herkie trains over 100,000

Lawrence "Herkie"

WOMEN BECOME THE MAJORITY

In the beginning, Cheer athletes were mostly men - until many men began to serve in the US military overseas. Women quickly became the majority and still remain 85% of Cheer's

1974

NEW ADVANCED CHEER TECHNIQUES INTRODUCED

Jeff Webb introduces new Cheer specific Stunt, Pyramid and Crowd techniques augmenting Cheer's athletic role in Sports.

1975

THE CHEER ROUTINE

training camp by

Routine is born.

Skills with Music. Jeff

combining music with

1ST NATIONAL CHEER CHAMPIONSHIP ON ESPN

TELEVISION

1982

Jeff Webb places the "Cheer Routine" competition on a new sports network- ESPN. The Sport of Cheer is watched by millions on television and syndication around the world begins.

1988

CHEER EDUCATION PROGRAMS ARE FORMERLY INTRODUCED IN JAPAN AND

AROUND THE WORLD Jeff Webb's organization introduces Cheer training programs in Japan, the United Kingdom, and later in Continental Europe, Latin America, Oceania and Africa, to name a few,

1995 **1ST INTERNATIONAL** EXHIBITION

1996

in Atlanta.

OPENING CEREMONIES

OF THE XXVI OLYMPIAD

of the XXVI Olympiad

Cheer athletes participate

in the Opening Ceremonies

The nations of Japan and Chile exhibit National Cheer Championship Teams at the United States National Championships.



Club Championships.

11 National Federations

meet and establish the

ICU - to further support

NF global development,

and the Sport of Cheer

worldwide.

OFFICIAL U.S. ANNUAL SAFETY REPORT LISTS CHEER AS ICU NFS MEET ONE OF THE SAFEST SPORTS, During the 1st World SECOND ONLY TO SWIMMING.

2012

2011

FIG. ICU AND SPORTACCORD SIGN TRILATERAL AGREEMENT of terms and conditions under which FIG supports the principle for the admission of ICU into

SportAccord.



2005

INTERNATIONAL EDUCATION PROGRAMS AND WORLD **CHAMPIONSHIP PARTICIPATION** ACCELERATES

Popularity of the ICU and IASF accelerates-World Championships and participation increase an estimated 11 new NFs each year.

POSITIVE RECOMMENDATION

2009

ICU BEGINS APPLICATION PROCESSES TO SPORTACCORD. IOC. AND WADA

The ICU seeks membership in the International Sport family to benefit Cheer athletes on all continents and serve as a great partner to all IFs of the world.

2013 **ICU REACHES 105 NATIONAL**

FEDERATIONS: holds 9th World Championships with 70 Nations in attendance.

2013

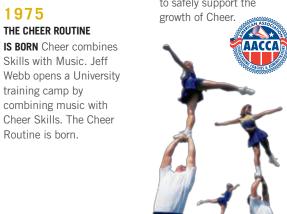
BY SPORTACCORD COUNCIL FOR ICU SPORTACCORD MEMBERSHIP.



Merci pour votre aimable soutien de notre application à SportAccord!

1987 CHEER SAFETY

MEASURES PUBLISHED Jeff Webb publishes the Cheer safety manual and organization. "American Association of Cheer Coaches and Administrators" (AACCA) to safely support the





1990

ALL STAR CHEER BEGINS:

HIP HOP BECOMES POPULAR

USA School and University

Cheer reaches 1.7 million

athletes. Non-school Cheer

or "All Star Cheer" begins

to grow worldwide. At

U.S. basketball games,

Cheer athletes entertain

crowds with hip hop, the

new urban form of crowd

entertainment.