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INTERNATIONAL CHEER UNION WELCOMES 100th MEMBER NATION

Mongolia has joined the International Cheer Union as its milestone 100th nation.

ORLANDO, Fla. (Fall 2011) — The International Cheer Union (ICU) has welcomed its 100th member country. With the recent additions of cheerleading members in Saudi Arabia and Vietnam, Mongolia becomes the 100th member nation of one of the fastest growing sport federations in the world.”

“We are celebrating just how widespread cheer has become across the globe,” said Karl Olson, Secretary General of the ICU. “What started on an American college campus more than a hundred years ago has become a beloved sport on every continent. We are thoroughly impressed how all nations of all cultures are embracing cheer around the world.”

The International Cheer Union (ICU) proudly counts 100 member countries from all five continents. It is the non-profit world governing body for international cheerleading, with the goal of expanding overall participation in cheerleading worldwide. The 2011 ICU World Championships were held this past April in Orlando, FL, with Cheerleading National Teams from over 60 countries representing all continents competing for World Championships titles.

“This milestone represents the growing popularity of cheer across the world, and is a reflection of its strength,” says Jeff Webb, President of the ICU “Cheerleading’s growth is a testament to its popularity among athletes, its ease of entry and its fundamentally positive nature. It is truly an exciting time for our sport.”

As the ICU continues its pursuit towards formal recognition as the official world governing body for cheer, its growth and quick ascent are critical towards this goal. The 2012 ICU World Championship is scheduled for April 26 – 27, 2012.

About the ICU

The International Cheer Union (ICU) was formed as the non-profit international governing entity whose mission is to advance cheerleading on a global scale. With 100 member nations, the ICU represents the various geographical areas where cheerleading exists. The ICU promotes healthy competition, rule development and education for parents, coaches and students so that the sport can progress in a safe and organized way. The ICU is currently fulfilling membership requirements for SportAccord, and the International Olympic Committee (IOC). More information can be found on www.cheerunion.org. Photography is available upon request. Contact Sheila Noone at icumediarequest@gmail.com for more information.