

## 1898

### BIRTH OF CHEER

**M**innesota, USA  
At a University of Minnesota 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

### 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 athletes today.



## 1948

### CHEER TRAINING CAMPS INTRODUCED

Former Cheer athlete Lawrence "Herkie" Herkimer begins Cheer training camps. By 1961, Herkie trains over 100,000 Cheer athletes around the USA each year. Future ICU President Jeff Webb works to assist Herkie in the late 1960'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 IS BORN

Cheer combines Skills with Music. Jeff Webb opens a University training camp by combining music with Cheer Skills. The Cheer Routine is born.

## 1982

### 1ST NATIONAL CHEER CHAMPIONSHIP ON ESPN TELEVISION

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.



**ESPN**

## 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 growth of Cheer.



## 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.



## 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.

## 1995

### 1ST INTERNATIONAL EXHIBITION

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



## 1996

### OPENING CEREMONIES OF THE XXVI OLYMPIAD

Cheer athletes participate in the Opening Ceremonies of the XXVI Olympiad in Atlanta.

*Merci pour votre amiable soutien de notre Sport de Cheerleading!*



## 2004

### 1ST WORLD CLUB CHAMPIONSHIPS, ICU NFS MEET

During the 1st World Club Championships, 11 National Federations meet and establish the ICU - to further support NF global development, and the Sport of Cheer worldwide.



## 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.

## 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.

## 2011

### OFFICIAL U.S. ANNUAL SAFETY REPORT LISTS CHEER AS ONE OF THE SAFEST SPORTS, SECOND ONLY TO SWIMMING.

## 2012

### FIG, ICU AND SPORTACCORD SIGN TRILATERAL AGREEMENT

of terms and conditions under which FIG supports the principle for the admission of ICU into SportAccord.



## 2013

### ICU BECOMES 109TH MEMBER OF SPORTACCORD

SportAccord General Assembly admits International Cheer Union and Federation Internationale de L'Automobile as its newest members.

## 2014

### ICU REACHES 104 NATIONAL FEDERATIONS;

holds 10th World Championships with 70 Nations in attendance.

### ICU ACCEPTED INTO THE FISU SPORTS FAMILY;

Federation Internationale du Sport Universitaire accepts ICU and Cheerleading into the World University Championships Programme.