



Memphis, 26 May 2021

European Office: Lausanne

National Cheer Federation Presidents
International Cheer Union (ICU)

Re: UPDATE: ON-LINE FORMAT for 2021 ICU World Cheerleading Championships

Dear ICU National Federation President:

The past year has been an extremely difficult one for the entire global community, including those of us in Cheer. I know that we are all looking forward to better days ahead as the pandemic hopefully begins to subside.

While the pandemic has required that we cancel the 2020 and 2021 World Championships and AGMs, the efforts of all of our national federations to continue to promote and support our sport in their respective countries has been truly phenomenal. As the leader of your federation, I sincerely thank you for your leadership during this trying time. The athletes, coaches and officials of our sport are indebted to you for all that you have done under these very difficult circumstances.

Now, finally, for some good news. The ICU Governing Council has been steadfast in their commitment to providing whatever participation opportunities that are possible for all our constituents. I am pleased to officially announce today that the ICU will hold its 2021 World Championships in late September 2021. Due to travel restrictions that are likely to still be in place, the World Championships will be conducted "on-line."

The basic elements of the Competition format are included on the attached summary document. However, please know that more detailed information will follow soon.

1. Competition will be held for all junior and senior level divisions.
2. Each team will submit a video of their routine, which will be judged according to our current rules and scoresheet.
3. Each team will have a three-day window in which to produce their video. The window for each team will be agreed to in advance by the team and the tournament committee. The earliest videos can be submitted will be August 15. The latest will be September 24. Again, more specific information on this process will follow.
4. After all routines are submitted, the judges will evaluate the routines by division. Top 10 placements will be announced, and medals will be awarded to the top three teams as has been done in the past.
5. Plans are now to have the entire competition (the routines of all teams) broadcast for the public to view. This will also include an online opening ceremony and the announcements of the winners. Again, more specific information on the broadcast will follow.

We anticipate having many more details for you in the next few couple of weeks. However, we did want to get the basic components of the Competition to you now to allow you and your federation to make plans to participate. While we all look forward to resuming our in-person World Championships late next spring, we believe our 2021 online Championships will be a great opportunity for your teams. We will have an outstanding event with the excitement and prestige our athletes and coaches expect and deserve.

The ICU Governing Council and the ICU staff will be available to assist you with all relevant information as we go forward. Again, thank you for your support and leadership, and I look forward to a great World Championship in September.

Sincerely yours,

A handwritten signature in black ink, appearing to read 'Jeff Webb', is placed above the printed name.

Jeff Webb
President
International Cheer Union