

# College Cheer and Dance Squads Show Their Disney Side to Win Big this Season

## **ESPN College Football cheer competition to provide \$100,000 grant from ESPN; Winning squad announced on ESPN on the college football National Championship Game Day Jan. 12; Video submission phase underway**

LAKE BUENA VISTA, FL. (Sept. 5, 2014) – College cheer and dance squads nationwide have the opportunity to earn a six-figure windfall for their college spirit program and come to Walt Disney World Resort to “Cheer On Your Disney Side” sponsored by ESPN working in collaboration with Disney Destinations and Varsity Spirit.

This week, college cheer and dance squads began competing in a nationwide competition by creating 30-second videos of a cheer or dance routine using remixed Disney Park attraction music to show off their “Disney Side.” Video submissions are being accepted at [Esn.com/CheerMagic](http://Esn.com/CheerMagic) through Nov. 10 with four finalists announced Dec. 11 on ESPN around the telecast of the Home Depot College Football Awards show at Walt Disney World Resort. Rules may be found at [www.espn.com/CheerMagic](http://www.espn.com/CheerMagic).

Fans can get in on the action by voting for their favorite “Disney Side” cheer or dance routine from the four finalists. The winning squad will be announced January 12 on ESPN before the college football National Championship, the exciting culmination of the new College Football Playoff format on ESPN in which four semifinal teams will compete on New Year’s Day for the national title on Jan. 12 in Dallas.

The winning cheer or dance squad will earn a \$100,000 grant from ESPN for its college spirit program and a team trip to Walt Disney World Resort.

This year, Disney Parks is encouraging people to show their “Disney Side”- their fun-loving adventurous side that laughs more, says “yes” more and just plain lives life to the fullest.

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### **About ESPN**

ESPN, the world’s leading sports entertainment company, features more than 50 assets – seven U.S. television networks, ESPN International, ESPN Radio, ESPN.com, ESPN The Magazine, and more. ESPN is 80 percent owned by ABC, Inc. (an indirect subsidiary of The Walt Disney Company) and 20 percent by The Hearst Corporation.

### **About Varsity Spirit**

Memphis-based Varsity Spirit has been a driving force behind cheerleading’s dynamic transformation into the high-energy, athletic activity it is today, and the leading global source for all things cheerleading and dance. A division of Varsity Brands, Varsity Spirit is a leader in uniform innovation and educational camps, clinics and competitions, of which more than 350,000 cheerleaders and dancers attend each year. Focused on safety, entertainment and traditional school leadership, Varsity Spirit’s more than 1200 employee-owners have been helping raise

cheerleading's influence and profile since 1974. For more information about Varsity Spirit or Varsity Brands, please visit [www.varsity.com](http://www.varsity.com) or [www.varsitybrands.com](http://www.varsitybrands.com).

**Cheer Your Disney Side Promotion By ESPN.**

NO PURCHASE NECESSARY. Open to legal residents of 50 US States and DC, at least 18+ who are a School Administrator, Teacher, Coach or Administrative Director, representing a public or private, 2 or 4 year college/university located in the 50 US States or DC. Starts 9/3/14 12:00 PM EST. Ends 11/10/14 11:59 PM EST. To enter visit [www.espn.com/CheerMagic](http://www.espn.com/CheerMagic) and follow the directions provided to complete the Online entry form, and upload your Spirit Squad's 30 sec videos. For prize details odds of winning and complete Official Rules go to [www.espn.com/CheerMagic](http://www.espn.com/CheerMagic). Subject to Official Rules. Void where prohibited. Sponsor: ESPN Internet Ventures, 605 Third Avenue, New York, NY 10158.