



FOR IMMEDIATE RELEASE

AMERICHEER FAMILY OF BRANDS JOINS THE ONE FINALS AS AN OWNER COMPANY



LINTHICUM, MARYLAND July 29, 2020, The ONE Cheer & Dance Finals welcomes AmeriCheer Family of Brands, as a new owner company of The ONE Finals. One can attend an AmeriCheer, AmeriDance, or Eastern Cheer & Dance event in Florida, Michigan, Nevada, Ohio, Pennsylvania, South Carolina, Tennessee, Utah, and Virginia and earn a partial paid or paid bid to The ONE Cheer & Dance Finals. “We have been putting the spotlight on cheerleaders at our instructional camps and elite competitions for over 35 years. We are committed to creating high-quality cheerleading camps and competitions where true athletes can excel and grow year after year. Adding The ONE Finals bids to our line-up of competitions is consistent with our mission to provide competitive opportunities to the athletes.”, says owner, Elizabeth Rossetti. Ann Lehrmann, owner of Cheer and Dance Extreme, added, “AmeriCheer Family of Brands has been a proven leader in the industry, and we are thrilled to have the strong line-up of events added to The ONE Cheer & Dance Finals list of qualifiers.”

ABOUT THE ONE FINALS

The ONE Finals is a unique, end-of-season event series offered to Cheer and Dance Teams since 2013. Top independent event producer companies will award the top three placing teams **ONLY** with exclusive bids to the One Finals location of their choice. Each finals location champion will receive rings and move on to the Virtual Finals to see who will be crowned The ONE! Unlike any other end-of-season event, Bids to The ONE are not handed out to thousands of teams. Teams must be the best in your division at participating bid events to qualify for The ONE. This exclusivity makes being crowned THE ONE a true reward for your season-long teamwork, dedication, and victory! Visit <http://www.theonefinals.com> for more information on bid events in your area.

ABOUT AMERICHEER FAMILY OF BRANDS

The mission statement for AmeriCheer Family of Brands is’ “To provide comprehensive instruction and competitive opportunities for young adults professionally and economically while serving as advocates for the interests of coaches, cheerleaders, and dancers.” For over thirty-five years, AmeriCheer and AmeriDance’s team of experts continually provides the tools, techniques, and trends necessary for success in today’s cheerleading and dance world. Visit www.americheerfamilyofbrands.com to schedule your next Paid Bid event to The ONE Finals. For more information contact Liz Rossetti at LRossetti@americheer.com