



**VARSITY SPIRIT AND ST. JUDE CHILDREN'S RESEARCH HOSPITAL® HONOR TOP "TEAM UP FOR ST. JUDE SPIRITED BY VARSITY" FUNDRAISERS**

*Cheerleaders and Dancers from ten teams gather in Memphis to meet those impacted by their fundraising dollars*

**Memphis, Tenn., April 5, 2017** – For the sixth year in a row, members of ten U.S. high school cheerleading and dance squads who raised the most funds for the “Team Up For St. Jude Spirited By Varsity” campaign were invited to visit the hospital. To date, the partnership has raised more than \$4.2 million dollars for [St. Jude Children's Research Hospital®](#) so it can continue leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases.

Top fundraisers in 2016 included:

1. Tuerlings Catholic High School in Lafayette, Louisiana
2. Dutchtown High School in Geismar, Louisiana
3. Brookwood School in Thomasville, Georgia
4. Presbyterian Christian High School in Hattiesburg, Mississippi
5. Vanderbilt Catholic High School in Houma, Louisiana
6. Oak Ridge High School in Conroe, Texas
7. Cleveland High School in Cleveland, Mississippi
8. Neville High School in Monroe, Louisiana
9. Our Lady of Mercy School in Baton Rouge, Louisiana
10. Madison Central High School in Madison, Mississippi

The teams' visit included dinner at a local restaurant, a special arts and crafts session at the St. Jude Target House, a tour of the world renowned hospital and a recognition lunch where each team was honored for their participation. The teams also performed a routine for the patients and visitors at the hospital.

Varsity Spirit, the leader in instructional cheerleading and dance team camps, competitions and apparel, first teamed up with St. Jude in 2011 to challenge its 350,000 cheerleading and dance team camp attendees, along with all Varsity Spirit employees, to help raise money for the hospital. During Varsity Spirit summer camps, all incoming participants are asked to bring five addresses with them to camp of family and friends to send donation letters on behalf of St. Jude in the hope of raising donations. Every camper who brings five letters to camp will receive a special “Team Up for St. Jude” pin.

“The funds raised for St. Jude illustrate the power that cheerleaders and dancers have to make a difference in the lives of others,” said Nicole Lauchaire, Vice President of Corporate Marketing and Communications at Varsity Spirit. “These athletes do more than just lead their schools; they are leaders in their communities as well. We’re incredibly proud of the work they’ve done to raise not only dollars, but awareness for St. Jude.”

Varsity Spirit has re-committed to St. Jude for the 2017 camp season and will continue the successful letter-writing campaign.

For more information, please visit [StJude.org/Varsity](http://StJude.org/Varsity) and click “[Varsity Summer Camp](#).”

### **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, impacting nearly a million athletes each year. Focused on safety, entertainment and traditional school leadership, Varsity Spirit’s 5,000 employees 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).

### **About St. Jude Children’s Research Hospital**

St. Jude Children’s Research Hospital is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. It is the only National Cancer Institute-designated Comprehensive Cancer Center devoted solely to children. Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20 percent to 80 percent since the hospital opened more than 50 years ago. St. Jude is working to drive the overall survival rate for childhood cancer to 90 percent, and we won’t stop until no child dies from cancer. St. Jude freely shares the discoveries it makes, and every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children. Families never receive a bill from St. Jude for treatment, travel, housing or food – because all a family should worry about is helping their child live. Join the St. Jude mission by visiting [stjude.org](http://stjude.org), liking St. Jude on Facebook ([facebook.com/stjude](https://facebook.com/stjude)) and following us on Twitter (@stjude).