



## **VARSITY SPIRIT LAUNCHES THE V-FORCE, THE FIRST ALL KNIT CHEER SHOE**

*The V Force was unveiled at the NCA All Star Cheerleading Championship with a test track, advance sales opportunities.*

**Memphis, Tenn., April 2, 2015** – Varsity Spirit is pleased to announce the launch of the all new innovative V Force cheerleading shoe. The V Force is the first knit type shoe produced exclusively for the cheerleading community and will be available for sale on April 1, 2015.

Varsity Spirit, known as an innovator in developing modern cheerleading, unveiled the shoe in Dallas, Texas at the NCA All Star Cheerleading Championship, where more than 26,000 cheerleaders were competing. These athletes were able to try out the shoes in an interactive setting called the Varsity Test Track, here they were able to demo the versatility of this new shoe style, as well as test the limits this high performance shoe offers.

The V Force “knit” shoe is also Varsity’s lightest cheer shoe so far, a plus for any form of competitive cheerleading. It features state of the art hand grips for bases and fliers, a reinforced insole with an orthotic-like arch support which makes this an ultra-comfortable high performance, shoe.

“The V Force is truly a revolutionary shoe for competitive cheerleading,” says Leslie Standlee, Vice President of Varsity All Star Fashion. “Our philosophy is that the long term health and well-being of the athlete is the most important factor in designing our shoe line. We worked closely with footwear experts to ensure that this is a shoe that will allow athletes to work hard, work comfortably and with less fatigue.”

The V Force will be on sale April 1, 2015 through [www.shop.varsity.com](http://www.shop.varsity.com), and through a Varsity Spirit Fashion sales representative. For additional information, contact Sheila Noone, 901-251-5959 or [snoone@varsity.com](mailto:snoone@varsity.com).

### **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 1,200 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).