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## **Nfinity, Twist and Spirit Cheer join Cheer for a Cause**

*Support for Cheer for a Cause grows as Nfinity Shoes, Twist: Canada's Cheerleading Magazine, and Spirit Cheer will partner with the non-profit organization in 2011. Mike Pare joins as an advisory board member. Their December cause, helping the families of Midwest Cheer Elite, continues in January.*

Lake Mary, Florida, January 7, 2011 – Nfinity, the industry leader in cheerleading shoes, Twist: Canada's Cheerleading Magazine, and Spirit Cheer, an Orlando-based camp and competition company, each plan to partner with Cheer for a Cause in 2011 on endeavors to give back to the industry. Look for more announcements as the season progresses.

Thanks to the generosity of Spirit Cheer, now in its 11<sup>th</sup> season, Cheer for a Cause will be an exhibitor at three 2011 events in Florida. It's partnerships like these that will grow their mission to make significant charitable impact in our industry. If you are an event producer and would like to help Cheer for a Cause attend your event, please email [weshare@cheerforacause.org](mailto:weshare@cheerforacause.org). Upcoming causes include special needs teams, sport injuries and epilepsy awareness, and an anti-bullying campaign.

Spirit Cheer's President, Mike Pare, joins Cheer for a Cause as the newest member of their advisory board. Pare is UCA's All Star Director and Assistant Cheerleading Coach at University of Central Florida. Mike also serves as the 2011 chairperson of the Spirit Industry Trade Association (SITA). "Mike is well known and respected in the cheer and dance world," says Julie Bolton, Founder of Cheer for a Cause. "He's a guy with a big heart too. His experience and understanding of our industry as a family is sure to grow our ability to inspire giving and help others."

Cheer for a Cause's "not-so-silent" auctions on eBay closed out on January 2<sup>nd</sup> a success! Nfinity donated six pairs of their newest shoe – the Phoenix, and three backpacks. Twist, a year's subscription to the magazine and shirts from 10 different Canadian gyms. And many others joined, including Spiritville USA, the official shirt supplier for Midwest, and Funbows, a cheerleading bow company in the business for over 13 years. Several products remain to support Midwest, including the popular Cheer for a Cause tribute ribbons and mouse pads and bookmarks donated by Pickles & Popcorn. 100% of the proceeds of the December auctions will be donated to the Fifth Third Bank accounts for the Morris and Blair families. Find out more at [www.cheerforacause.org](http://www.cheerforacause.org).

Mike Stamper, the fiancé of Cindy Blair and Kenzy Blair's soon-to-be step dad, sent a message to Cheer for a Cause. Mike shared, "After that day in November, that Saturday morning, I felt I would never see another Christmas with my girls. And now today I can say 'Thank You' to God for being blessed with a present such as this! That they are alive, they are making remarkable strides in recovery, yet they still are in great pain. They are now brace, crutch, cast, collar and wheelchair free!" Recent updates on both families are on Cheer for a Cause's website. The site also features inspiring efforts to help others made by school teams and gyms during the holiday season.

Rayna Marques, of Canada's Cheersport Sharks, and Whitney Love, of Kentucky Allstars, helped make a video to inspire their fellow athletes. It is posted on YouTube and you can link to it from Cheer for a Cause's home page. Founder, Julie Bolton shared, "Inspiring and mobilizing our youth to make a difference in causes that affect their lives is exactly our mission. These two young women make us all proud." Bolton is counting on others following. It's global. Their site, donated by Jam Spirit Sites, includes pages for the U.S.A., Canada, Asia, Australia, Europe and Latin America.