

SPIRIT FACTORY ALL STARS



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I'd like to introduce you to Spirit Factory All Stars, a small gym with a BIG heart. Twenty-Four years later what started as a small performing arts group has now blossomed into a successful All Star Cheerleading program. In 1994 I was the leader of a small performing arts group. We entered a small skit as cheerleaders in a performing arts contest for the Dover Township Woman's Club, the girls in the group enjoyed it so much I decided to start an All-Star team. Those same girls were the first members of Spirit Factory All Stars (originally known as Rocket Mania). The program grew over the next couple of years resulting in opening the doors to Spirit Factory gym in 1997. We were one of the first All Star Cheerleading gyms in NJ and continue to serve as a model for others.

As a gym owner the thing I am most proud of has nothing to do with cheerleading as a sport. It is the countless hours of community service our athletes and their families donate through our sponsorship with The Junior Woman's Club. We organize many holiday food drives, military donations, toy drives, and scholarship donations, just to name a few. We enjoy performing at community events such as SoulSational Wellness Festival and local holiday parades. It's important to me that when our athletes become members of Spirit Factory they join a program that will provide them with not only a

Toms River, New Jersey

rewarding cheerleading experience, but also a program that values and teaches life lessons.

Many athletes have come through our program since its inception and have gone on to cheer at their respective high school. Some of our athletes have also continued their cheer careers at various colleges such as, University of Louisville, Morehead State University, NC State, University of Maryland, Rutgers University, Hawaii Pacific University and East Stroudsburg. They remain loyal to Spirit Factory by giving back in their roles as volunteer coaches and trainers. Athletes on older teams assist as Junior coaches and role models for those coming up through the program. We are proud to have participation of 2nd generation athletes as well. Their level of commitment is immeasurable and is the very definition of a Spirit Factory All Star.

I am so proud of the reputation that Spirit Factory has in the cheer community. My heart swells when I attend competitions and see our older athletes helping to fix hair and make up to our younger youth. They cheer each other on at each venue. They represent Spirit Factory both on and off the mat and epitomize the true meaning of sportsmanship.

By: Maureen Williams