

Press Release

Champion Spirit Group hosts annual Cheer for the Cure event to benefit St. Jude Children's Research Hospital

Chicago, IL, November 18, 2010: For the sixth straight year Champion Spirit Group hosted its annual Cheer for the Cure cheerleading & dance team competition. Proceeds from this year's event will benefit the St. Jude Children's Research Hospital. "Our Cheer for the Cure event allows us to take the focus off competition for a day, and put it on a truly important cause like helping ill children", said Michael Bolden, co-owner of Champion Spirit Group. "By participating in the event, our young athletes can learn that there are more important things than trophies and winning first place."

The 6th annual Cheer for the Cure event took place on November 14 in Mundelein, IL, featuring 1,000+ athletes on close to 70 teams. Teams were asked to hold a penny drive at their respective schools and gyms and to turn in those donations at the event. Spectators were also asked to make monetary contributions to the charity as well. Special thanks go out to Layton Athletics (LXC) from Ringwood, IL for collecting the highest total amount in the penny drive contest. The LXC program collected a total of \$1,014. In all, Champion Spirit Group, along with the help from teams and spectators was able to collect over \$6,000 at this single event. Champion Spirit Group will continue to collect "Helping Hand" donations at every event for the rest of the season. A final donation will be presented to St. Jude Children's Research Hospital at our CSG Super Nationals on March 12-13 in Schaumburg, IL. Last year, CSG donated \$10,000 to the charity, and we are hoping to increase that donation amount this season. When asked why St. Jude Children's Research Hospital was chosen as the charity, Bolden had this to say, "We are blessed to work with extremely talented children every single day. We know, however, that there are children out there who are not so lucky, and we want to do our part to help them live happier, healthier lives."

About St. Jude Children's Research Hospital

St. Jude Children's Research Hospital is internationally recognized for its pioneering work in finding cures and saving children with cancer and other catastrophic diseases. Founded in 1962 by late entertainer Danny Thomas, St. Jude has treated children from across the country and around the world.

- No child is ever turned away because of a family's inability to pay.
- St. Jude covers all costs for treatment and is the only pediatric cancer research center that pays for travel, lodging and food for patients and a family member.
- Eighty-five cents of every dollar received goes directly to research and treatment.
- St. Jude has increased the survival rate of the most common form of childhood cancer, acute lymphoblastic leukemia (ALL), from 4 percent when the hospital opened to 94 percent today.
- Every breakthrough at St. Jude is freely shared with the scientific and medical community worldwide. That's why St. Jude is called the "hospital without walls."
- St. Jude is the epicenter for pediatric brain tumor research and has one of the largest sickle cell disease programs in the country.
- St. Jude discovered a way to lessen side effects, making radiation treatment more effective for virtually all cancers.
- St. Jude follows the progress of its patients long after they leave the hospital, providing related follow-up services, advice and assistance at no charge to the patients.

More information is available at <http://www.stjude.org>, where visitors can view the celebrity spots, learn about the corporate partners, buy unique merchandise designed by the patients at St. Jude and meet some of the patients.