



Dear Coaches & Gym Owners

Happy New Year! We are very excited about 2010 and wish you all the best of luck.

We wanted to raise your attention to a new policy for Cheer Alliance relating to our Performance-Only / Non-Competitive divisions.

The policy is intended to ensure that teams will no longer be able to intentionally break the rules without ramifications being taken. When teams contravene established safety guidelines it creates undo risk to the athletes, is blatantly disrespectful to all of the teams who do follow the rules and (if no action is taken) it may encourage others to do the same, which only magnifies the situation. Additionally, we are concerned about the lesson being taught to our young athletes that breaking the rules is okay whenever there isn't a placing or trophy at stake. While we hope that this is not the direct message being given by the coaches of these teams, we do understand the power of precedent and want to address this situation before it becomes a bigger problem.

There have recently been several blatant safety rule infractions in the Parent Division as well as in Tiny-NC (non-compete) and Mini (non-compete) which unfortunately requires Cheer Alliance to implement consequences for such actions.

If it is the belief of the Legalities Judge that rules have been wilfully broken during the event, the team may be disqualified from the event and will not be awarded any trophies or awards. Depending on the circumstances, the team may also be prevented from participation at future CA events for the remainder of the season or longer. These decisions will be made at the discretion of the Legalities Judge and the Convenor of the event and the management team for Cheer Alliance.

Cheer Alliance is committed to encouraging the growth of team spirit, enjoyment of the sport and skill development within the non-compete divisions, without adding the stress of competition. Our rules are in place to make the non-compete divisions enjoyable and stress-free for the majority of the participants. For any team who wishes to compete or to execute skills in other levels, they can simply register in an appropriate competitive division.

We regret that these actions are necessary and hope that this policy will deter any further intentional contravention of our safety guidelines and never need to be implemented.

Assuredly, there are enough divisions offered at CA events that every team can find an appropriate place to participate. We thank you in advance for your support.

Good luck with the rest of your season!

We look forward to seeing you at an upcoming Cheer Alliance event.

Cheers,

Ian Pudge,
Cheer Alliance
Judges' Coordinator