

FOR IMMEDIATE RELEASE

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NCSF LAUNCH CHEER INJURY PREVENTION CAMPAIGN

Former Sac City College Cheerleader Jessica Smith selected as National Spokesperson

IRVINE, CA (May 7, 2008) – In a continued effort to raise the bar in cheerleading safety, the National Cheer Safety Foundation (NCSF) will unveil the first National Cheer Injury Prevention Campaign including the only online injury reporting system in cheerleading at a press conference on the capitol East Lawn in Sacramento on May 9, 2008 at 2:30 pm.

The campaign is a result of the Advisory Committee annual meeting held last month to review the current state of cheerleading safety, existing safety rules and the results of the Foundation's Catastrophic Cheerleading Data Collection. Data for eighty-one unreported catastrophic cheerleading injuries were collected by the Foundation's research department and submitted to Dr. Mueller at the National Center for Catastrophic Sports Injury Research for inclusion in their annual report given since 1982. Committee membership is comprised of cheer parents, industry experts, and sports injury research professionals from across the country.

"Minimum safety standards for any athletic activity must include tracking injury trends and evaluating whether interventions to prevent injuries are effective. Without this data we are only guessing and blaming injuries on accidents or flukes," said NCSF Executive Director Kimberly Archie. "Accidents are just another word for preventable injuries. We as parents of cheer athletes must raise the safety bar through injection of sports medicine in cheerleading." The campaign includes raising cheer safety awareness, educating parents and school administrators, online injury reporting, cheer injury prevention studies and catastrophic injury training for parents and coaches. Catastrophic injury survivor, Jessica Smith will lead the campaign as the National Spokesperson for the NCSF.

As the nation's premier cheerleading safety organization, the National Cheer Safety Foundation (NCSF) is raising the bar in cheer safety awareness throughout the country and has working partnerships with the National Center for Catastrophic Sports Injury Research and the National Center for Sports Safety. For more information on the only not-for-profit educational organization for cheer parents, visit www.nationalcheersafety.com.