



904-679-6969

premierchampionshipsfl@gmail.com

premierchampionships.org

September 18, 2020

It is with a very heavy heart that we have to address the current events of our industry. Over the past few days, the dark side of cheer world has come to light, causing lots of conversation about some much needed change.

Here at Premier, the safety of our athletes is number one priority. With a staff of former coaches, we have, and always will, maintain the stance that we are here for the children. We became coaches, mentors and event producers to protect and uplift these young athletes. Now, when they need us most, we cannot imagine ever turning our backs or staying quiet.

We hold an ethical and moral obligation to report and stay vigilante on any instance where a member of one of our events is harmed or made to feel uncomfortable. We will protect our children at all costs. When you attend any Premier events, you become a part of our family. And it is our duty to protect our family. Without exceptions.

We maintain full transparency with our morals, standards and expectations of all staff and attendees as part of the Premier Team and family.

We highly encourage parents, coaches and other important influences to talk to their children. Provide a safe space, which for many, cheer is exactly that. If you see something, say something. Notice the signs. Do your research. Staying quiet is part of the problem. Let's work to be part of the solution.

Change is necessary, and change is coming. We stand with you and will work with you to use our platform to be a voice and help our children and industry for the better.

Sincerely,

The Premier Team
