

THE SPIRIT CONSULTANTS

- To Be Shared With All Parents of Cheerleaders - Why Should Your Child Attend TSC Cheer Camp?

As we speak with coaches and advisors about their summer camp choice, it is clear that parents, the final decision makers when it comes to allowing their child to attend camp, don't understand the importance and *value* of safety *at* cheer camp. Cheerleading is not what it used to be (i.e just pom-poms and sideline dances). Our children are now athletes, lifting and throwing each other in the air, performing intricate choreographed routines and pushing themselves to be the best cheerleaders they can be.

Budgets are tightening and everyone is more financially conscious. It becomes harder to justify what are thought to be extraneous expenses like cheer camp. However, The Spirit Consultants and the coaches we work with daily don't believe that cheer camp is an extraneous expense. We look at our cheer camp as an **investment** into the education and safety of our children.

And with that investment there is value; a value that when explained, far exceeds the cost. So let's look at what makes The Spirit Consultants Summer Cheer Camp the safest cheer camp for your cheerleader to attend and a wise investment in your child's growth.

Keeping your child safe is our number one priority. Period. **At TSC camp, we accomplish this in the following ways.**

1. TSC holds our summer camp in indoor, air-conditioned facilities. This is extremely important for the health of our children as this helps prevent heatstroke, sunburn and dehydration – three common medical issues that occur when children attend outdoor summer camps (especially in southern California). Being indoors also helps our children stay focused, which leads to better concentration and safer stunting. The sun isn't in their eyes and they don't fatigue nearly as quickly as they do when outside.
2. TSC ships in over 40,000 square feet of cheerleading mats (carpet-bonded foam mats) which are the industry standard on approved soft surfaces to stunt on. No one ever wants to see a cheerleader fall to the floor. And certainly no one wants a cheerleader to fall on a hard surface like concrete, dirt or a hardwood floor. *TSC is the only camp company that specifically ships in tens of thousands of square feet of mats to ensure that every cheerleader is stunting on an approved soft surface.*
3. TSC medical staff is comprised of certified athletic trainers and on-site paramedics. Our medical staff is hand selected by Dr. Terry Ann Zeigler, EdD, ATC. Dr. Zeigler has over 25 years of experience as a Certified Athletic Trainer working with collegiate and high school athletes. She is a professor of Kinesiology at Vanguard University specializing in sports medicine, assessment and treatment of athletic injuries. With Dr. Zeigler and her staff onsite, supervising camp, they're only seconds away from reaching and treating any child at camp that might have a medical emergency.
4. TSC staff is comprised of adults over the age of 21 that are industry professionals with years of instructing experience. TSC believes that it takes experienced and professional educators to safely and effectively teach and train our children. For that reason, our staff is hand selected and flown in from all over the country specifically to work camp for TSC. These are cheerleading alumni of some of the top universities in the country, many with national championship titles and all with years of coaching/training/instructing experience at the high school level.