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**THE SPIRIT CONSULTANTS REDEFINE THE SUMMER CHEERLEADING CAMP
EXPERIENCE, HOSTING THE FIRST ANNUAL CUSTOM RESORT CHEER CAMP IN
SOUTHERN CALIFORNIA**

STUDIO CITY, CA – The Spirit Consultants recently concluded an immensely successful, first annual four day, three night resort cheerleading camp at the Hyatt Regency in Irvine, California. From July 30 through August 2, 450 campers and 50 coaches and advisors broke the mold for a typical summer cheerleading camp. With photographers lining a red carpet welcome extravaganza and scholarships awarded totaling almost \$4,000, The Spirit Consultants’ 2009 Summer Cheerleading Camp offered an unparalleled camp experience for southern California high school cheerleaders.

“The TSC staff was the best I have ever experienced...For a first year camp, it was amazing and we are so proud to be among the first schools to attend TSC’s first annual summer camp,” said Staci Stevens and Kim O’Grady of Xavier College Prep High School.

A veteran staff was flown in from across the country and raised the bar for a high school camp by performing a highly energized four minute collegiate level demo routine. The staff showcased the skills and tricks that all high school cheerleaders can one day perform if they continue working hard, practicing safe techniques and ultimately cheer in college. A low staff to cheerleader ratio allowed for more one-on-one help and a much desired personal touch to each participants camp experience.

Coaches also benefited greatly from the staff by participating in informative and substantive seminars that were specifically tailored to the needs of southern California cheerleading coaches and advisors. In addition, coaches were paired up with an instructor for the week as a mentor. Throughout the week every coach and advisor received an abundance of support and left camp with a greater knowledge of their activity and a better understanding of the role they each play.

Dorenda Phillips, coach of Temescal Canyon High School and owner/founder of the Splitz! Cheer and Dance Network had this to say about TSC camp: “As a coach for eight years, this is the best camp we’ve ever attended! My girls were here less than two hours and said, ‘Coach! We’re coming back here next year!’ We had time to learn and progress. We had a complete staff for more one-on-one and the girls loved the college level experience all the staff had...the opening demo was out of this world! Wow! This was a great camp and beats the competition hands down! We will definitely be here next year!”

Unique to The Spirit Consultants camp program for all participants, TSC offered an introduction to Pilates and hip-hop dances and choreography created and taught by professional dancers based in Los Angeles. TSC also integrated into the camp schedule free time for the cheerleaders to use the pool; an open workshop to receive extra help; and a movie played in the hotel's theater.

On the third morning of camp, Lora Anderson and Nichole Barreto, owners of Pilates Studio City (PSC), lead everyone in a 20-minute Pilates based stretching and warm-up routine. Completely revolutionary to the cheer camp format, introducing Pilates to the participants and coaches made everyone more aware of the importance of having a strong core and proper body positioning while performing the stunts, pyramids and dance skills that all cheerleaders do each and every day.

When it came to dance class, Dacia James of Pretty Gyr! Productions (PGP), was on site with her staff to teach two original hip-hop dances. Gone are the days of motion laden, formulaic cheer dances; Dacia and her crew shattered expectations and brought a new, modern style of hip-hop dance to high school cheerleading. By far and away one of the biggest hits at TSC camp this summer!

Coaches agreed unanimously, The Spirit Consultants' 2009 Summer Cheerleading Camp was the best camp program many have ever taken part in. The advisors and chaperones that attended camp from El Modena High School said, "TSC is the 'Nordstrom' of cheer camps! Been to cheer camps all over southern California and have no plans to ever go anywhere else! Great staff, great talent, great everything! Thank you so much!"

Looking forward to the summer of 2010, The Spirit Consultants are already expecting a tremendous increase in camp enrollment. Expanding into two cheer camps back to back and one dance camp, TSC anticipates over 1,200 campers will participate in next summer's camp program.

If interested in receiving photos from our 2009 summer camp, please contact David Kirschner and photos can be sent out. To learn more about The Spirit Consultants and their 2010 summer camp program, visit our web site at www.thespiritconsultants.com.

ABOUT TSC: The Spirit Consultants provide personalized comprehensive cheerleading skills training; summer cheerleading and dance camps; year-round private stunt clinics; competition choreography; and much more for all high school spirit programs with an emphasis on safety, teambuilding and goal achievement. TSC is a network of cheerleading professionals and instructors focused on increasing the level of training and preparedness of high school cheerleading through one-on-one custom program development, safe skills training and expert industry knowledge. For more information, please visit www.thespiritconsultants.com.