



MEDIA CONTACT

NAME

PHONE

EMAIL

[SCHOOL NAME] game day fundraiser raises [\$XXX] to “tackle” childhood cancer

Students lead a Team Up for St. Jude Spirited by Varsity fundraiser to benefit St. Jude Children’s Research Hospital®

[City, State. – Sept. XX, 2017] – Students at [HIGH SCHOOL NAME] raised [\$XX] during *Team Up for St. Jude Spirited by Varsity – Game Day*, a spirit week created to support the lifesaving mission of [St. Jude Children’s Research Hospital®](#). The cheer squad led students and fans to support St. Jude by cheering on the [SCHOOL COLORS – ex. green and gold] on Friday, Sept. [X], and encouraged participation in special activities throughout the week.

The [CHEER TEAM NAME] partnered with Varsity Brands® – the leader in team athletic gear, the driving force in cheerleading, and the most trusted name in celebrating student milestones – to plan and engage the spirit week festivities. [INSERT EVENT DETAILS - Add information about the event here, including the number of attendees (if applicable) and description of activities from the event.]

[Describe how the funds were raised: admission, auction, etc. – EXAMPLE: “[HIGH SCHOOL NAME] donated a portion of concession earnings and \$1 from every game day ticket sold.]

[SAMPLE QUOTE] “We are thrilled so many students and fans came out to support the kids of St. Jude,” said [Name, team representative.] “Everyone joined together to make spirit week a success and to raise funds that will help the hospital treat children with cancer and other life-threatening diseases.”

In the past five years, Varsity Brands has raised more than \$3.6 million for St. Jude and every dollar raised through *Team Up for St. Jude Spirited by Varsity* helps to ensure no family receives a bill from St. Jude for treatment, travel, housing or food – because all a family should worry about is helping their child live.

For more information about Team Up for St. Jude please visit www.stjude.org/varsity.

About St. Jude Children’s Research Hospital:

St. Jude Children’s Research Hospital is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. It is the only National Cancer Institute-designated Comprehensive Cancer Center devoted solely to children. Treatments invented at St. Jude have helped push the overall

childhood cancer survival rate from 20 percent to 80 percent since the hospital opened more than 50 years ago. St. Jude is working to drive the overall survival rate for childhood cancer to 90 percent, and we won't stop until no child dies from cancer. St. Jude freely shares the discoveries it makes, and every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children. Families never receive a bill from St. Jude for treatment, travel, housing or food – because all a family should worry about is helping their child live. Join the St. Jude mission by visiting stjude.org or following St. Jude on facebook.com/stjude and twitter.com/stjude.

About Varsity Brands:

With a mission to inspire achievement and create memorable experiences for young people, Varsity Brands elevates the student experience, promotes participation and celebrates achievement through three unique but interrelated businesses: Herff Jones, A Varsity Achievement Brand; BSN SPORTS, a Varsity Sport Brand; and Varsity Spirit. Together, these assets promote personal, school and community pride through their customizable products and programs to elementary and middle schools, high schools, and colleges and universities, as well as church organizations, professional and collegiate sports teams and corporations. Through its 4,200 dedicated employees and independent representatives, Varsity Brands reaches its individual and institutional customers each year via catalog, telesales, ecommerce sites and direct sales channels.

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