



MEDIA CONTACT

[NAME]

[PHONE]

[EMAIL]

[HIGH SCHOOL NAME] will “Team Up” to sideline cancer and other life-threatening diseases

Students host ‘Team Up for St. Jude, Spirited by Varsity’ fundraiser to raise funds, awareness for St. Jude Children’s Research Hospital®

[City, State. – Sept. XX, 2017] – [HIGH SCHOOL NAME] will host a spirit week to raise funds and awareness for [St. Jude Children’s Research Hospital®](#) through the *Team Up for St. Jude Spirited by Varsity – Game Day* program. The [SCHOOL NAME] cheerleaders and football team are enlisting students and fans to “Team Up” to tackle childhood cancer and other life-threatening diseases by cheering on the [SCHOOL COLORS] at [STADIUM] on Friday, Sept. [X] at [TIME] p.m.

As the [SCHOOL MASCOT(S)] take on the [OPPONENT’S HIGH SCHOOL NAME] [OPPONENT’S MASCOT(S)], [HIGH SCHOOL NAME] is partnering with Varsity Brands® – the leader in team athletic gear, the driving force in cheerleading and the most trusted name in celebrating student milestones – to encourage students and fans to support St. Jude kids by participating in special events leading up to kickoff and throughout the game.

[INSERT EVENT DETAILS HERE – EXAMPLE: “There will be a pre-game tailgate, where guests will enjoy food and refreshments, provided by [X], as well as fun and games. Home team supporters and visitors will have a chance to bid on silent-auction items including [DETAILS]. Tickets to the tailgate are \$[X] and can be purchased at point of entry and with proceeds benefiting St. Jude.”]

[INSERT EVENT DETAILS HERE – EXAMPLE: [HIGH SCHOOL NAME] is donating a portion of concession earnings and \$1 from every game day ticket sold, etc.]

[SAMPLE QUOTE] “The students, staff and coaches are excited to participate in Team Up for St. Jude Spirited by Varsity – Game Day,” said [NAME, SCHOOL/CHEER REPRESENTATIVE]. “By coming together as a school and igniting [MASCOT] spirit, we have the chance to really help children fighting to beat cancer and other deadly diseases so that one day they, too, will be able to join their high school in spirit week.”

[INSERT WEEKLONG EVENT DETAILS – EXAMPLE: Throughout the school week, students will participate in coin wars, class challenges, pep rallies and a “shave down,” where the person who collects the most donations will have their head shaved in front of the school to support the lifesaving mission of St. Jude.]

[INSERT EVENT DETAILS – EXAMPLE: “On game day, VIP parking and special access sideline seating will be available for an additional fee, with all proceeds benefiting St. Jude.”]

In the past five years, Varsity Brands has raised more than \$4.4 million for St. Jude and every dollar raised through *Team Up for St. Jude Spirited by Varsity* helps to ensure 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.

For more information about Team Up for St. Jude, please visit 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.

###