



# INTERNATIONAL CHEER UNION

## Press Release

25 March, 2024

## THE INTERNATIONAL CHEER UNION (ICU) CELEBRATES 20 YEARS THE WORLD CHEERLEADING CHAMPIONSHIPS WILL BE STAGED IN ORLANDO, FLORIDA USA IN APRIL 70 COUNTRIES SET TO COMPETE

Memphis, Tenn. – The International Cheer Union (ICU), the international governing body for cheerleading, will celebrate 20 years in April with their annual Junior World and World Cheerleading Championships. The globally recognized event will be held April 24-26, 2024 at the ESPN Wide World of Sports Complex at The Walt Disney World® Resort near Orlando, Florida, USA.

The annual competition has become the pinnacle of cheerleading worldwide as the sport is now recognized and practiced in 119 countries. For this year's landmark event, more than 70 countries are expected to be on site for the celebration. The wall to wall live coverage will be streamed on the Olympic Channel beginning with the Opening Ceremonies and the emotional Parade of Nations Wednesday April 24th; ending with the final round of competition Friday April 26th. The majority of the festivities will be held in the Advent Health Arena, the first ever building in the world constructed exclusively for cheerleading events.

Headlining the 3-day event will be the Premier CO-ED and ALL GIRL divisions, traditionally the most competitive and popular. USA swept these divisions in 2023 and they are back to defend their titles but stiff competition awaits. In the recent past, medalists in these divisions include Finland, Norway, Chinese Taipei and Germany to name a few. With the skyrocketing interest in cheer across all continents, this list is only expected to grow.

The ICU, based in Memphis, Tennessee, USA was established to positively advance cheerleading throughout the world. Comprised of 119 National Cheer Federations and over 10 million athletes on every continent around the globe, the ICU is the world governing body that administers World Championships, World Cups, Continental and Regional Championships, as well as regulates the sport by providing guidance in education, safety programs and training for all athletes, coaches and officials.

Originally founded in 2004, the International Cheer Union (ICU) began its journey to be recognized as a global sport in 2010 when it first applied to the International Olympic Committee. Provisional recognition was first granted in 2016 and then on July 20, 2021, the ICU received full recognition granting the ICU eligibility for potential inclusion in the Olympic Games and all other Olympic 'multi-sport' Games moving forward. The IOC recognition was instrumental in clarifying the sport; leading to greater support and extended funding around the world. More information on the ICU and member federations can be found at: [www.cheerunion.org](http://www.cheerunion.org)

### MEDIA COVERAGE INFORMATION:

A promotional reel of highlights from previous competitions as well as an introduction to the World Championships can be found here: <https://cheerunion.org/wcc24/>

Complete live stream coverage of the 2024 ICU World Championships can be viewed internationally on the Olympic Channel beginning with the Opening Ceremonies at 19:00 EDT, USA on April 24, 2024; ongoing competition follows live on April 25th and 26th at: <https://olympics.com/en/olympic-channel>

For more information and the full schedule of events for the ICU Championship as well as a list of all countries competing can be found at: [www.cheerunion.org](http://www.cheerunion.org).

For international media looking to cover the event in person please email [press@cheerunion.org](mailto:press@cheerunion.org) to receive a credential packet. Deadline for applications is April 5, 2024.