



08 June 2017

Attn: Committee on Women's Athletics
The National Collegiate Athletic Association
700 W. Washington Street
P.O. Box 6222
Indianapolis, Indiana 46206-6222

Re: Endorsement of USA Cheer Proposal - to add the STUNT as an NCAA emerging sport

Dear Committee on Women's Athletics:

On behalf of the International Cheer Union (ICU), the IOC provisionally recognized world governing body for Cheerleading, please accept this letter as an endorsement for "USA Federation for Sport Cheering ("USA Cheer")" - ICU's National Federation member for the United States - and their efforts to add STUNT an NCAA emerging sport.

STUNT, an IOC registered discipline of Cheerleading through the ICU, specifically provides United States colleges and universities an effective, and popular low cost sport to greatly expand opportunities for female athletes already involved in Cheerleading - while improving institutional compliance with Title IX.

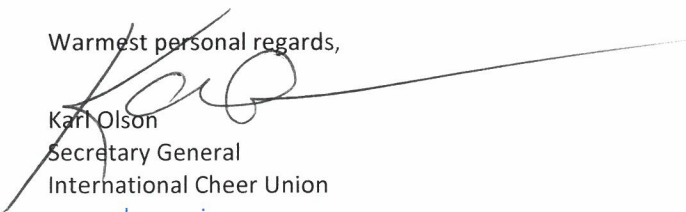
In the USA, over 800,000 female athletes currently participate in traditional Cheerleading at the high school level, and 40,000 female athletes at the college/university level. We trust that the addition of STUNT with its 30-person all female team roster will provide a tremendous platform for United States' universities and colleges to quickly and inexpensively expand intercollegiate sport opportunities for female athletes around the country, while assisting college/university Title IX compliance. As an added benefit, the addition of STUNT as an NCAA emerging sport will further promote female opportunities and interest at the high school level - reaching a significant existing female athlete population base while also assisting the nation's high schools with Title IX compliance as well.

From a global standpoint, the ICU currently encompasses 110 member National Cheer Federations on all continents around the world. STUNT, already in its 8th year, is expanding quickly throughout the United States and is growing in popularity in many of ICU's National Federation countries - with added interest on all continents. As the originating country of Cheerleading, USA Cheer represents a significant leadership role globally on the introduction and expansion of this new exciting female Sport focused on a competition format which includes Cheerleading based skills.

The ICU fully understands that USA Cheer's initiative to place STUNT on the emerging sport list is quite important as it provides additional opportunities for women to participate in athletics - with the added educational benefits and opportunities derived though participation in intercollegiate athletics.

On behalf of the ICU, please accept this letter in full support of USA Cheer's efforts to secure NCAA emerging sport status for STUNT -and we thank you for your kind consideration to approve this proposal for formal designation.

Warmest personal regards,


Kari Olson
Secretary General
International Cheer Union
www.cheerunion.org

**International Cheer Union (ICU) – The IOC Recognized World Governing Body for Cheerleading
110 National Federation Members / A Proud Member or Partner of:**

