



KENTUCKY EXPOSITION CENTER

FOR IMMEDIATE RELEASE

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PRESTIGIOUS CHEERLEADING ORGANIZATION BRINGS TOP COMPETITION TO BROADBENT ARENA

LOUISVILLE, KY (February 18, 2014) – The National Cheerleading Association School Open National Championship is coming to Broadbent Arena Saturday, Feb. 22 – Sunday, Feb. 23. Organized by the longest-running competitive cheerleading organization in the world, this event is in its third year at the Kentucky Exposition Center. Teams from 13 states, as far away as New York and Louisiana, are expected to compete this year.

Cheerleaders will compete in performance and game time divisions, showing both their athletic skillset and ability to lead fans at sporting events. Preliminary competition starts at 8:00 a.m. each day. Tickets are \$15 for Open Nationals on Saturday and \$12 for WildCard Classic on Sunday. Parking at the Kentucky Exposition Center is \$8 per vehicle.

The National Cheerleading Association was founded by legendary cheerleader Lawrence Herkimer, who created the first cheerleading camp in 1948. Herkimer also invented the spirit stick and patented the pompom. The organization has a long history of running successful cheerleading competitions, their largest event in Florida is in its 28th year and draws more than 1,000 teams.

For more information, visit http://nca.varsity.com/open_nationals.aspx.

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About the Kentucky Exposition Center

One of the top 10 largest public facilities of its kind in the United States, the Kentucky Exposition Center features 1.2 million square feet of indoor space including two indoor arenas. The facility's class "A" exhibit space totals 425,700 square feet and accommodates a wide variety of events year round. The expo center is the permanent home for the Kentucky State Fair, the National Farm Machinery Show, and the North American International Livestock Exposition. Conveniently located adjacent to the Louisville International Airport and near the junction of three major interstates, the Kentucky Exposition Center is easily accessible and just five minutes south of downtown Louisville. Parking at the Kentucky Exposition

Center is \$8 per vehicle. For more information, visit www.kyexpo.org. Also like us on Facebook at <https://www.facebook.com/kyexpocenter> and follow us on Twitter at <https://twitter.com/kyexpocenter>.