



March 25, 2020

Cheer Gym Owners & Canadian Cheer Families,

Canadian Cheer Company, comprised of Cheer Evolution, Cheer for the Cure, Cheer Fest in BC and ProCheer, is here to serve the tens of thousands that comprise the Canadian Cheerleading Community --- all of whom are impacted by the COVID-19 pandemic.

As leaders within the cheerleading industry in Canada, we deeply understand how unbelievably challenging this time is for everyone in our industry --- from athlete to coach to parent to school administrators to cheer gym owner, you have all prepared so incredibly hard to attend our events this season. The outbreak of the COVID-19 virus, and the measures being taken to control the spread of this Global Pandemic by the Public Health Agencies at the Federal, Provincial and local levels have, as YOU ALL KNOW, brought the entire cheerleading industry to a standstill. This unprecedented interruption is something that no cheer gym, school or competition event producer could have ever prepared for, especially at this critical time of year. It is absolutely beyond imaginable.

Gym Owners, we absolutely understand what you are going through as you work diligently to support your cheer families throughout this crisis. Every hour of every day brings new and shocking information that raise many unanswered questions plus, we don't not know what we don't know, which has created uncertainty and anxiety in all of us. We must, however, avoid hasty decisions that could make things worse.

It is testament to what makes us Canadian that we are pulling together to help contain the spread of COVID-19 to "flatten the curve" so that our health agencies can manage this outbreak. We must all do our part and hope that our communal efforts will soon allow us to return to the strong industry we have all built together.

The government mandate to close schools and all non-essential businesses has shut down our entire industry and we currently have no true idea of how long this hiatus will last. To say that these containment and social isolation measures are severe is an understatement and the impact will be equally as severe for the long-term participation and financial health of our industry. We are all small businesses and this situation goes to the financial heart of the sustainability of our entire cheerleading community.

Cheer gyms and event producers provide cheer athletes with a safe and fostering place to follow their passion and to showcase the culmination of their training. These same gyms and event production companies are also responsible for the employment of hundreds (or thousands) of talented people who help develop these passions into reality. These dedicated people rely on competition season income to support their daily lives. In addition to the payroll that supports these people, cheer gyms and event producers have additional seasonal expenses that impact continued operations in the off-season. Maintaining sustainable cash flow throughout a season can be tricky when all goes as planned --- in the wake of this pandemic, it seems impossible, but remains essential.

When considering the financial fallout of the upcoming end-of-season events, please know that the venues we booked are holding our deposits as well as many "in full" payments for goods and services initiated well before the government lockdown was imposed. The investments in infrastructure to prepare for a competition with

over 415 teams (plus Finals and FaceOff) is significant, not to mention the purchase of over 10,000 athlete gifts, 1200 coaches gifts, awards and prizing as well as a tremendous amount of merchandise which is now, not likely to be sold for 12 months, if at all. This financial burden is not easily resolved if the event cannot proceed.

Over the past two weeks, we have been working very hard to arrange options to reschedule Canadian Cheer All-Star Nationals but we fully recognize that contemplating any dates in May or June may be totally unrealistic given the volatility of the ever-changing world in which we now live. Contemplating pushing back the end of the season into July or August is equally challenging due to the impact on the start of the 2020/2021 season.

We will be making a final announcement early next week about the status of both the All-Star and School National Championships, which were originally scheduled for April and May respectively.

Please know that there are a tremendous number of moving parts involved with these decisions and the ramifications that will result --- for everyone. Please also know that while we have been searching for alternate date options, we have also been having difficult conversations with all our vendors, venues, etc. in the event that both of these events have to be cancelled. While we are looking for ways to reclaim some of the funds which have already been paid, we are working with business advisors, corporate partners and customers to find the best ways to allocate any reclaimed expenses to help everyone in our community be able to recover.

YES! We are all in this together and we stand united with our entire community. We must support each other through this “New Normal”. We must all share in the pain, burden, and economic sacrifice required to weather this extraordinary period. The suspension of all business operations for virtually every aspect of our industry is very scary but we must all remain composed and patient as we work through the challenges that lie ahead.

It is very clear that our industry will be very different moving forward. We may be required to continue socially isolating for many more weeks --- or many more months. We must all keep our minds open to new ways of keeping our doors open and keeping all current and future participants safe.

Canadian Cheer Company is committed to supporting everyone to help our industry persevere together. We thank you for your patience. We thank you for your understanding. We thank you for the incredible outpouring of support from gym owners, other event producers, coaches, parents and athletes —everyone is working for one another and this will contribute to what we believe will be a defining moment for Canadian Cheerleading.

Our cheer community is our family and— like all families do when there is a challenge—we must all come together and take care of each other. Canadian Cheer is working day and night to brainstorm and provide swift ideas and solutions to the ever-changing climate this virus has created. We will continue collaborating with our cheer gym partners, industry leaders as well as the National and Provincial sport organizations to help stabilize the industry and ensure we are all poised to rise together once we are able to proceed.

We will continue to communicate frequently with you as needs arise and offer you all our heartfelt thoughts and best wishes at this time, as we all navigate this situation.

Warm regards,



Doug Martin
Canadian Cheer Company