



Friday April 19th, 2024

Thank you to the entire Canadian Cheer community of coaches, athletes, parents, and spectators who joined us at the 2024 Canadian Cheer Nationals in Niagara Falls.

As a brand committed to fostering an inclusive and enjoyable environment for all Canadian Cheer participants and spectators, we acknowledge and apologize for any inconvenience experienced due to prolonged wait times arriving and attending the event. We understand the frustration this caused many attendees and are taking immediate steps to rectify the situation and prevent similar occurrences in the future.

Over the past week, we have listened closely to your feedback—both positive and negative—regarding the event. On Friday, April 14th, we encountered a "perfect storm" of both foreseen and unforeseen circumstances that led to unacceptable wait times. This fell short of the high standards you expect from us and, more importantly, the standards we expect from ourselves.

On Wednesday, we held an open conversation with gym owners who attended the event to gather insights and feedback. The discussions, along with direct feedback from all of you and conversations with the venue, have provided our team with invaluable insights and a clear path forward to address the challenges of this year and plan effectively for 2025.

The overwhelming response and enthusiasm from spectators, families, and coaches underscore the passion and dedication within the Canadian Cheer community. We are grateful for the continued support and constructive feedback.

We take great pride in providing the best competition experience for all athletes, coaches, gym owners, and fans. The logistical issues that occurred this past weekend were not acceptable, and we apologize for this. Rest assured, we are committed to making necessary changes and improvements.

Above all else, we hope your athletes were able to enjoy Canadian Nationals and create memories to last a lifetime.

Thank you for your ongoing support of Canadian Cheer!

Sincerely,

Canadian Cheer