



Memphis, 20 July 2021

European Office: Lausanne

National Cheer Federation Presidents
International Cheer Union (ICU)

Re: ICU Receives Full Recognition Status by the International Olympic Committee

Dear Federation Presidents and Officers, dear Friends:

Today is an historic day for the International Cheer Union and indeed our sport in general. We have officially been granted full recognition status by the International Olympic Committee.

This recognition is the culmination of decades of work establishing Cheer as a respected, highly athletic sport that appeals to millions of young athletes throughout the world. I can truly say that this achievement would not have been possible without the amazing efforts of our National Federation members. Your enthusiastic efforts to build our sport in your respective countries and your unwavering support of the ICU, even in challenging times, have helped us carry the day.

Recognition by the IOC will be important in many ways, but especially because it will help our sport grow at the grass roots level in a healthy and constructive way. Our future is a bright one as we now become an accepted member of the global sports community.

While this is indeed a great development, our work is never finished. Let us now pledge together to redouble our efforts to build our magnificent sport and to support the efforts of the millions of young athletes who look to us to provide an environment that allows participation at all levels.

I cannot close without a special salute to Secretary General Karl Olson, whose steadfast efforts over the past 20 years have helped lead us to this moment. Thank you, Karl.

Again, congratulations everyone. We will have to arrange a global ICU zoom meeting soon to celebrate this incredible moment. But for now, onward, and upward.

My very best wishes to all,

Jeffrey G. Webb
President
International Cheer Union