

FOR IMMEDIATE RELEASE

GK Sponsors “Cash for College” Scholarship

READING, Pennsylvania (April 27, 2012) – GK Elite Sportswear, L.P., announces sponsorship of its first ever cheerleading scholarship for high school junior and senior cheerleaders.

You don't want to miss this opportunity! “GK's Cash for College” Scholarship will recognize and reward the volunteer efforts of high school juniors and seniors across the country. Cheerleaders are dedicated athletes who spend long hours at the gym, yet, many still find time to give back to their community. GK wants to shine a light on those exceptional individuals to share with the world that kindness and support for one another goes well beyond the cheer gym.

“GK's Cash for College” Grand Prize is \$1,000! Second Prize is \$500 and the Runner-Up will receive \$250. Scholarship applicants must live in the United States and must be a high school junior or senior who is currently participating in cheerleading.

To enter “GK's Cash for College” Scholarship Contest, visit GK's website at www.gkelite.com and click “Nominate to Enter” on the Cheer page. Each entrant will provide necessary demographic information along with an essay of 350 words or less describing how they have personally contributed to the community in a meaningful way. GK wants to know how cheerleaders have made a difference in their community. The nomination period begins at 8AM EST on April 30, 2012 and ends at 11:59 EST on July 1, 2012.

The Grand Prize winner will be selected by a panel of judges, including guest judges Cory Hines from Top Gun, Drew Bewley-White from The Cheerleader Magazine, and Luke Johnson from Twisted Choreography. Judging will be according to the scope of the project; time spent, and project execution. Also to be considered is the personal growth of the cheerleader and the impact their efforts had on the community.

For a copy of official rules, please contact GK Elite Sportswear.

ABOUT GK – ELITE SPORTSWEAR, L.P.

GK-Elite Sportswear is the world's leading supplier of gymnastics apparel and is recognized around the world for superior variety, quality, fit and service. Based in Reading, Pennsylvania, Elite Sportswear, L.P., the company behind the GK brand, continues its commitment to American-made quality and continuous innovation in designs for Gymnastics, Cheerleading, and Dance apparel.

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