

Eisenhower Sparkle Cheerleading Team Raising Funds to Perform at World Cheer Championships in Orlando

New Berlin, Wis. - The New Berlin Eisenhower High School Sparkle cheer team has been invited to perform at the International Cheer Union (ICU) World Championships in April. The Sparkle team will demonstrate the importance of the ICU's Special Abilities Unified Division to the 80 nations in attendance to further promote this important and inclusive initiative.

As a result of this distinguished invitation, the Sparkle team is also in consideration to be selected as the United States National Team, to be determined in March.

The Sparkle team was formally approved as a school-sponsored team in fall 2017. The idea to start a Sparkle team at Eisenhower came from current Eisenhower senior, Hailey Fortier, who worked with school officials and special education assistant, Jody Brill, to make the team a reality. Mrs. Brill, a cheer judge and former cheer coach, assumed head-coaching duties. The team, which is comprised of 11 Eisenhower cheerleaders, six of whom have special needs, is excited about the opportunity to attend and participate in the ICU World Championships

The Sparkle team will receive free lodging from the ICU and USA Cheer, but the program must pay for transportation, food, uniform alterations, and other trip-related expenses. Being the first year of existence, the Sparkle team does not have any funds built up to support this trip.

The New Berlin Eisenhower Cheer Booster Club has created a [GoFundMe page](#) to raise funds for this trip. The goal is to raise \$10,000 for this once-in-a-lifetime experience for our students. Additionally, checks made out to "Eisenhower Sparkle Boosters" can be mailed to New Berlin Eisenhower, Attn: Jody Brill, 4333 S. Sunnyslope Road, New Berlin, 53151, and donations can be dropped off in-person at Educators Credit Union, 15350 W. Howard Ave., New Berlin, 53151.

Media interested in this great human interest story should contact David Cotey, coordinator of communications, at (262) 789-6225 or david.cotey@nbexcellence.org. The Sparkle team practices 3:15-4:15 p.m. Mondays at Eisenhower High School, 4333 S. Sunnyslope, New Berlin, 53151.

ABOUT THE ICU WORLD CHAMPIONSHIPS:

The ICU World Championships are held April 25-27 at the Walt Disney Resort in Orlando. The Special Abilities Unified Division is a newly formed division for the ICU World Championships, who is proud to be a global catalyst on this important initiative.

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