



KENTUCKY INTERNATIONAL CONVENTION CENTER

FOR IMMEDIATE RELEASE

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JAMFEST NATIONALS TO CROWN A NATIONAL CHAMPION AT THE KENTUCKY INTERNATIONAL CONVENTION CENTER

LOUISVILLE, KY (March 12, 2015) – With matching uniforms and synchronized routines, more than 2,400 cheerleaders will Saturday, March 21 – Sunday, March 22 in the JAMfest Nationals at the Kentucky International Convention Center. Teams from six states as well as Canada will travel to Louisville to vie for a national title.

All-star, collegiate, school and recreational cheerleading and dance teams will compete twice, once on Saturday and once on Sunday, to determine the champion. The show runs 8:00 a.m. - 9:00 p.m. both days with cheer competition, inflatables and award ceremonies. Held in Exhibit Hall 2C, this event is free and open to the public.

JAM Brands, a Louisville based company, is comprised of eight different competition companies - America's Best, COA Cheer and Dance, Coastal Cheer and Dance, GLCC, JAMfest, Just Dance, LIVE! and The Majors. JAM Brands runs approximately 105 cheerleading and dance events across the country.

For more information, visit <http://www.jamfest.com/Competitions/Event.php?ID=90>.

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About the Kentucky International Convention Center

Located in the heart of downtown, the Kentucky International Convention Center draws nearly one million people through its halls. Celebrating more than 35 years of successful events, the 300,000 square foot facility accommodates a wide variety of events. In addition, the convention center is just steps away from the entertainment and arena districts and connected to 2,300 hotel rooms via skywalk. For more information, visit www.kyconvention.org.

For up-to-the-minute information like the Kentucky International Convention Center on Facebook <https://www.facebook.com/KentuckyInternationalConventionCenter> and follow us on Twitter <https://twitter.com/KYICC>.

About Parking

The Kentucky International Convention Center offers two public parking garages for visitors. The KICC (Cowger) Garage is located at Fourth and Market Streets. The KICC (Commonwealth) Garage is located on Jefferson Street between Third and Fourth Streets (next to the Hyatt Regency Hotel).