



ELITE TRYOUTS 16/17

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Press Release 13/17/16 - Aviators Cheer

Dear Athletes, Parents and friends of Aviators Cheer,

Over the past few weeks, a lot of changes have taken place at Aviators HQ and there is some confusion as to the current status of the programme, including the future of teams, training venue etc. Therefore we thought it prudent to release an official statement describing our current situation.

On Friday 1st of July 2016 after the last competition of the season, the Aviator Allstars gym based in Bramley in Leeds closed its doors. The owners of Aviator Allstars felt that the programme could not carry on in this venue, and that the athletes deserved a more fully equipped training venue fit for purpose. After positive feedback from athletes during a training session at Level Up Academy, the coaches decided that it would be best for all teams to transfer their training to this new venue.

During this period, it was decided that John Harkins would take over leadership of the programme. John's countless years competing and coaching internationally makes him the ideal candidate to lead the programme forward and expand on the many years of hard work and success of the Aviator Allstars programme. John has led teams to success in the UK, Europe and at Worlds both as a coach and an athlete as part of Aviator Allstars and also Team England, who achieved a bronze medal at this year's ICU World Cheerleading Championships.

In order to cement the programmes position, John joined forces with Martin Wan. As one of the directors of Level Up Academy, the region's only fully equipped cheer training facility, this partnership will strengthen the programmes business position and also allow for further opportunities for athletes and the Aviators family. Matt Gilbertson, a fully qualified cheer coach and martial arts school owner also joined the management and coaching team, and Matt's extensive cheerleading and coaching experience and business acumen will strengthen the programme further.

Together, John, Martin and Matthew have formed a new organisation, Cheer Coaching UK CIC which is currently awaiting approval from Companies House. This organisation is a non-profit community interest company, and will be responsible for coaching the brand new AV programme, which from here on out, will go by the name of Aviators Cheer. This new structure will allow us a number of advantages. As we are not operating for profit, it will ensure that we always have the best value possible for our athletes at the forefront of our business objectives whilst allowing us to access possible funding opportunities in the future for equipment and training.

Moving forward, all current training and future training for Aviators Cheer teams will take place at Level Up Academy in Middleton. In the long term we plan on reopening a venue, but for now Level Up Academy is the perfect solution to our needs. Skyhawks are currently running as a recreational senior team in order to settle the athletes and plan for the upcoming season. Skyhawks will be a competing team this season, and information regarding this and possible try outs will be released in due course. Currently Skyhawks are training on Friday evenings, 5.30pm – 7.30pm and the sessions are pay as you go at £8 per person. Aces will train every Saturday evening starting the week after try outs. For more information about our elite team Aces, please download the trial pack from our website. Unfortunately given our reduced capacity we've had to make the hard decision to stop Harrier Jump Jets for the foreseeable future. HJJ have had a great season and the athletes have been fantastic however in the short term we don't feel like we have the capacity. We hope athletes and parents understand this and we thank them for their hard work and commitment this season.

There has been some confusion from athletes and parents with regards to ongoing fees etc from the previous season. We understand some athletes and parents may be frustrated and we at Aviators Cheer can only apologise that we were unable to make an announcement sooner. Any outstanding financial or logistical issues from the previous season must be directed to the owners of Aviator Allstars LTD. Neither John, Matt nor Martin are responsible for any agreements etc previously in place. Likewise, all enquiries about this season moving forward must be directed at Aviators Cheer.

All in all, we are extremely excited about the programme moving forward. With a new management and coaching team and a fresh approach to athlete development and team direction we can't wait to see what this season will hold for Aviators Cheer! If you have any further questions, please don't hesitate to get in touch with us. Email us at hello@aviatorscheer.co.uk and we'll be happy to answer any queries.

John, Martin and Matt
Aviators Cheer
www.aviatorscheer.co.uk