

EAST CELEBRITY ELITE

April 2nd, 2020

Dear ECE Families,

We hope this communication finds you and your family safe and healthy during this unprecedented time. The well being of our athletes, families, and our staff is our number one priority. We understand everyone is feeling the stress of having our daily lives and family finances impacted so suddenly. ECE is a small part of most of your lives and we feel strongly that our athletes need to get back to their daily routines and participating in the activities they love as soon as responsibly possible. With the federal government extending social distancing and state governments extending business closures through the beginning of May, we will continue to create virtual training and guided workouts for our students. We will also continue to communicate with them through Zoom meetings and make certain they have time together (even if virtual) with their teammates and coaches. We miss our athletes tremendously and know that these connections are necessary and invaluable to all of us.

We want to thank you all for a wonderful 2019-2020 season. The memories shared will be forever cherished. After much thought and consideration, we believe it is in the best interest of our families to formally declare that this season has come to an end. This means that ECE will not be attending any future 2020 events, including The Summit and The Cheerleading Worlds, even if these events are rescheduled. With all of the unknowns regarding COVID-19 and the substantial financial hardships many of our families are facing, we believe this decision is not only responsible but necessary. While we understand our athletes will be disappointed, we look forward to a fresh start and to generating excitement for the 2021 season ahead! Should either The Summit or The Cheerleading Worlds decide to go to a virtual platform, ECE will participate. Due to gym closures and gathering limitations, video submission would be from a previous performance of the 2020 season.

ECE has discussed and will be implementing several changes going into next season. We are mindful of reducing costs and working to eliminate some costs that are less essential to our success. Our tryout dates will be pushed back several weeks, and all tryout info will be released this Monday.

Examples of some cost reductions include the following – reusing current uniforms for the upcoming season, less practice wear, recycling music / some choreography, reduced travel. Full details will be included in our 2020-2021 tryout packet. We know that most of your athletes want to be able to continue cheering, and we want to do all we can to make this a reality for our ECE families.

Everyone at ECE understands the disappointment of our graduating seniors, both in all-star cheer as well as senior year school functions, traditions, and ceremonies. We hope they understand the amount of consideration that went into our decisions. Hours of discussion over the last few weeks have gone into what we believe is the best decision for all ECE families and athletes. We look forward to seeing our graduating seniors thrive as they continue on in the next chapters of their lives.

Varsity continues to work with us and gyms across the US to issue refunds for events we will not attend. Your accounts will be credited when we receive these funds and you will be notified. Please be patient as this will be a somewhat lengthy process.

We want to assure all of our families that ECE will be here for you during this difficult time, and most importantly, when we come out on the other side. Please do not hesitate to reach out to us should you need anything. Stay safe and healthy!

- ECE Owners



