



Dear ICU Family:

This is, without question, one of the most difficult messages I've ever had to share. Two weeks ago, our dear friend, the founder and President of the International Cheer Union (ICU) Jeff Webb, suffered a tragic accident resulting in a severe head injury and today passed away.

Jeff lived a life defined by purpose, vision, and extraordinary impact. What began as a modest student activity in the USA became one of the fastest-growing sports in the world; compelled mostly by his passion, leadership and determination.

A true innovator—Jeff was someone who not only dreamed boldly but brought those dreams to life by surrounding himself with passionate, mission-driven people who shared his vision. In 1974, alongside a small group of friends, Jeff founded the company Varsity Spirit and began a journey that would forever change our sport's landscape. Together, they introduced competition routines set to music, created the first USA National Championships for our Sport, and brought those moments to audiences across the USA through ESPN, and eventually the world - with global syndication.

President Webb's commitment to the growth and safety of the sport led to the development of our Sport's first safety guidelines and the founding of organizations to support these efforts. In addition to establishing the USASF and the IASF organizations, he created our International Federation, the International Cheer Union (ICU), leading the Sport to new heights in growth and development into over 120 countries, and by serving as the ICU's first President. Through his leadership, ICU gained Olympic recognition by the International Olympic Committee (IOC) - a milestone that stands as a testament to his lifelong dedication, and a legacy that benefits all of our sport's stakeholders, and especially the athletes for years to come.

Even with all of this tremendous success, the International Cheer Union became a crowning achievement. He was completely committed to the mission and purpose of the ICU and thrived on the work we were all doing; everyday continuing his work to improve all aspects of the ICU and the Sport of Cheer worldwide.

It is now up to us, the entire ICU Cheer Family to carry forward President Jeff Webb's legacy. We must push ourselves to be the best, to support each other and to create incredible experiences for the young people we serve. What we are building together, stands as one of his proudest accomplishments.

We will share more information about services and how you can honor Jeff as it becomes available.

With humility,

A handwritten signature in black ink, appearing to read 'Karl Olson', is written over a white background.

Karl Olson  
Secretary General  
International Cheer Union