



CONTACT:
Andrew Kovel
Olivia Raiff
Press@TPUSA.com
(480) 444-9332



Latest TPUSA Documentary Exclusive

'Only In America': Jeff Webb The Captain Of Cheer

PHOENIX, FEB. 2, 2021—Founder and former CEO of Varsity Spirit, Jeff Webb, is the newest feature on Turning Point USA's ***Only In America*** documentary series. A self-made entrepreneur and author of *American Restoration*, Webb is a personification of the American Dream. With a business he started running out of his apartment to a multi-billion dollar company, the story of Jeff Webb and Varsity Spirit Line is an inspiration to all Americans, a story that could happen ***Only In America***.

Like many great American entrepreneurs, Webb saw a need and filled it. There was nothing that existed previously like Varsity Spirit, it was something new and unique for the world of cheer. Webb brought cheerleading to a new level, taking it beyond the sidelines and creating a whole sport and market. There were no grants or government funding for the start of Varsity Spirit, “we did it ourselves, it was a labor of love,” says Webb.

Early on, Varsity Spirit ran training camps for young cheerleaders, starting with around 4,000 students and 24 instructors. They've now grown to 300,000 camp attendees and counting. They also developed the first safety rules and regulations for cheerleading, which gave rise to the sport we know today. With the changes in new acrobatics and stunts, Webb realized they would have to create uniforms that allowed for more athletic movement. With no other options, they began creating the uniforms themselves and Varsity Spirit was born, turning the brand into a 3 part powerhouse of competitions, camps, and uniforms.

But the focus of Varsity Spirit has and always will be on the character of its athletes. In his ***Only In America*** short documentary, Webb shares the mission of Varsity and why it's so critical to teach young athletes the importance of being leaders not only in their schools but in their communities as well. “We developed the concept of a cheerleading competition, not as a profit center, but as a platform for young people to show their athleticism and what they can do.”

Jeff Webb, The Captain Of Cheer can be viewed across all Turning Point USA social media platforms, [Instagram](#), [Twitter](#), [Youtube](#), and [Facebook](#).

###

About Turning Point USA

Turning Point USA is a 501(c)3 non-profit organization founded in 2012 by Charlie Kirk who was only 19 at the time. The organization's mission is to identify, educate, train, and organize students to promote the principles of freedom, free markets, and limited government. Since its founding, Turning Point USA has embarked on a mission to build the most organized, active, and powerful conservative grassroots activist network on college campuses across the country. With a presence on over 2,000 college and high school campuses across the country, Turning Point USA is the largest and fastest-growing youth organization in America.

Website | www.tpusa.com

Twitter | [@TPUSA](#)