

Crimson Heat All-Stars

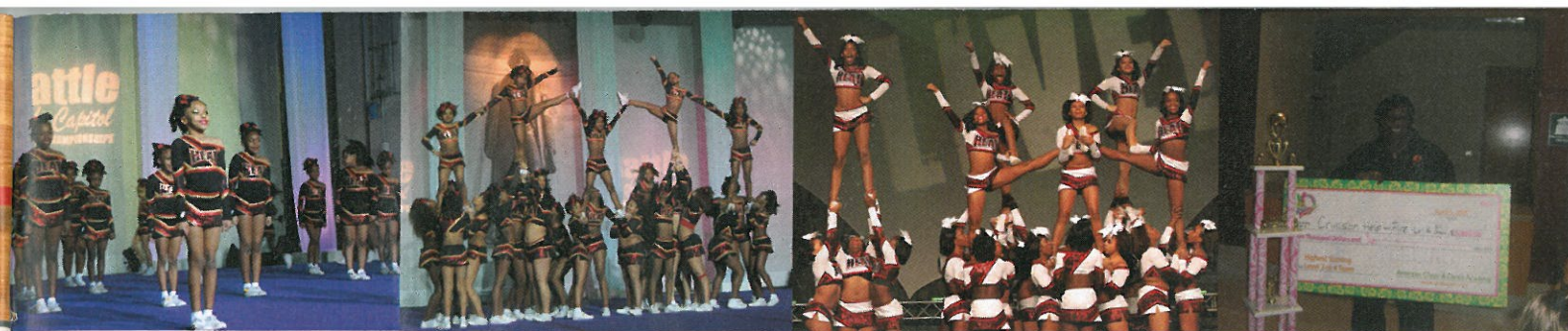
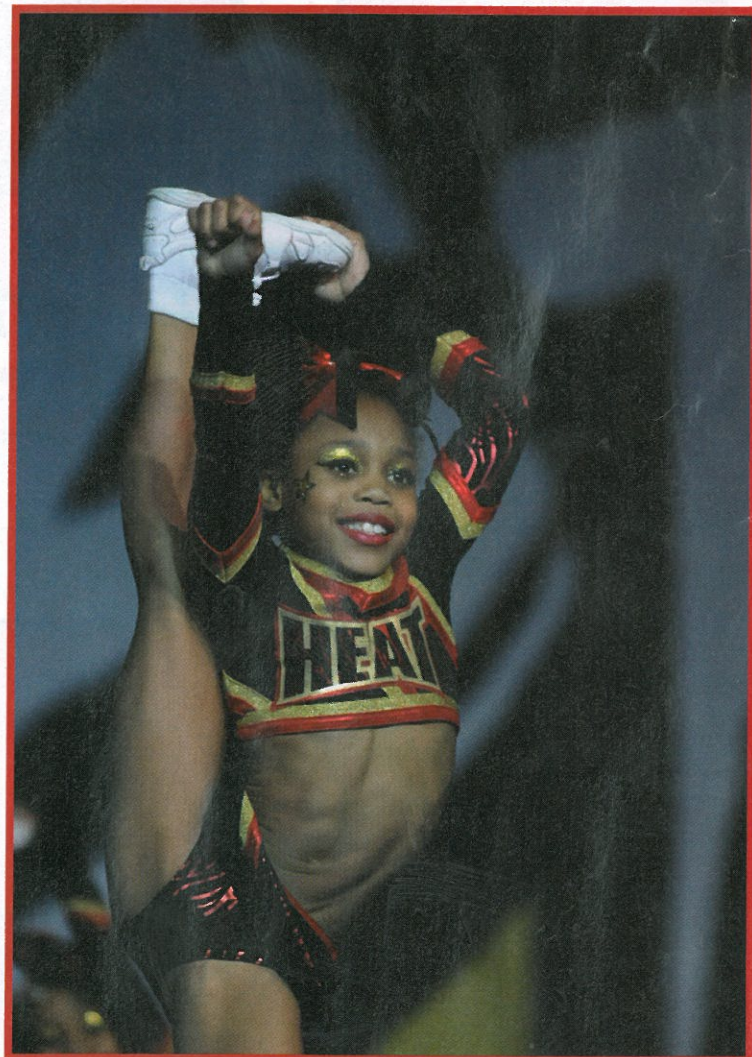
By: Blake Johnson



Located just outside of our Nation's Capitol, in Capitol Heights, Maryland, Crimson Heat All Stars, Inc. is a faith-based, non-profit all star cheerleading, dance and gymnastics program

that was established to provide wholesome fun and character building experiences for young people in the Washington D.C. Metropolitan Area. The program's goals are to promote physical fitness, social development, self-discipline, leadership and academic excellence through provision of competitive athletic experiences. The program was established in the Spring of 2001 by a group of five school coaches who were tired of fighting with school administrators for practice space. "We literally took a few members from each of our school teams; formed a pilot team; scheduled six practices over a two week period of time; and went to a local competition" said owner Veronica (Burton) Graves. In that single event, the pilot team won 1st Place in the Large Senior Advanced Division and Grand Champion over all teams competing in the event. This was a huge accomplishment for such a short period of time. Shortly after that pilot team, the program was formally established.

Since that time, Crimson Heat All Stars, Inc. has been the home for over 500 athletes from more than 50 public and private schools across the Washington, D.C. Metropolitan Area. During their 10 year history, the program has successfully competed in the Amateur Athletics Union (AAU) Junior Olympics (where they received 2 Gold Medals); the Universal Studios "Bring it On" Holiday Cheer Off (received a \$10,000 cash prize); the American Cheer and Dance Academy's "Reach the Beach" National All Star Championship Grand Champion (received \$5000 cash prize two consecutive years). The program was



also awarded the American Cheerleading Magazine's "Editor's Choice Award".

During the 2010 season, the program has successfully competed in the Jamfest Super nationals in Indianapolis, Indiana (received 1st Place in the Large Youth Level 1 Division); the Coastal Corporations "Battle at the Capitol" National Championship (where they received 1st Place in the Large Youth 1 Division, Large Junior Level 3 Division and the Large Senior Open Level 5 Division); and the All Star Challenge "Return to Atlantis National Championship event (where they received 1st Place in the Large Youth 1 Division and Large Junior 3 Division).

"All of our program's success would not be possible without our most precious and supportive resources – our PARENTS. They are truly our American Express Card – we NEVER leave home without them". The Crimson Heat All Stars, Inc. program attributes much of its success to the high level of parental involvement in the program. One of the most noted aspects of the parent support in the program is the "Heat Band". The Heat Band consists of Heat fathers and moms who literally carry a set of drums, tambourines, bells and blocks to every event the program competes in. The group even has a bull horn with a siren that they ring as their teams take the floor. "Our girls need to know that we love them and that we support them – no matter what", said Heat Band Member and President of the Parent Booster Club Lisa Jefferies. "We also want to make the events fun, we beat our drums for everyone!"

Our team's motto is "Helping Each other Achieve Their Personal Best". This is one of our differentiating factors as a program. Our focus is not on the "trophy" or the win, but rather on each child giving their Personal Best. At the end of the day, if each child leaves the performance floor knowing that they have given their personal best, we have achieved SUCCESS! We have established standards of excellence that our children can take into their lives helping them to become productive citizens.

