

USA Cheer Appoints First Director of Safety

Written by Australian Business

Karen Lew will serve as Director of Safety for cheerleading's governing body.

MEMPHIS, Tenn., Sept. 27, 2013 /PRNewswire-USNewswire/ -- USA Cheer has appointed Karen Lew to a new position of Director of Safety. Karen Lew, MEd., ATC, LAT, is the Clinical Coordinator for the Athletic Training Program at the University of Miami and is also actively involved in a variety of athletic training related organizations and initiatives.

"Karen's background in athletic training, coupled with her strong advocacy for athlete safety, makes her a perfect fit for USA Cheer's mission of ensuring that cheerleading remains one of the safest athletic activities for young people to participate in," says

Bill Seely

, Executive Director for

USA

Cheer. "Karen has always taken a proactive approach to athlete safety and will be an amazing resource for our organization and the millions of cheerleaders we serve across the United States

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Lew, who has published three textbooks on Athletic Training, received her Masters of Education in Exercise Science from the University of Louisiana, Monroe. A veteran presenter, she has spoken at more than 40 national conferences. Lew serves as the Co-Chair for the Southeast Athletic Trainers Association Educators Meeting and the Athletic Trainers Association of Florida

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"As someone who has worked closely with cheerleaders and coaches for more than 20 years, I have a passion for making sure that any athlete that wants to cheer can do so in a safe environment," says Lew. "Cheerleading is a positive activity, and I share USA Cheer's mission of serving these great athletes."

"We created the position for Karen Lew to continue the tremendous strides we have made over the last five years in cheerleading safety," says **Bill Seely**, Executive Director of USA Cheer. "Karen can focus on initiatives that will help educate the cheerleading community, including parents, cheerleaders and coaches."

USA Cheer has made great strides over the last several years in significantly reducing injuries, making it one of the safest athletic activities for young people. To continue this tremendous momentum, USA Cheer, with Lew at the helm, will work closely with the American Association of Cheerleading Coaches and Administrators and the U.S. All Star Federation on matters of cheer safety and will also outreach directly to cheerleaders, their coaches and parents and school administrators to ensure all cheerleaders are able to practice and perform in safe environments. She will be a major contributor to the CheerSafe.org network and will tweet via @CheerSafe.

For more information, please contact Sheila Noone, media@usacheer.net or 901-251-5959.

About USA Cheer The USA Federation for Sport Cheering is a not-for profit organization and is the national governing body for all disciplines of cheerleading. USA Cheer has three primary objectives: help grow and develop interest and participation in Cheer throughout the United States ; promote safety and safety education for cheer in the United States ; and represent the United States of America in international cheer competitions. For more information, contact

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