

The Royal Gazette

Volume I

Feb 26, 2010

MORE THAN YOU DREAMED IT COULD BE...



ARRIVING MAY 2010

IT'S MORE THAN JUST A PRETTY LOGO.

The goal was to create a new UA logo which reflects bringing the two organizations together and making them one. The blending of Columbia blue and royal purple is like the blending of the organizations' strengths, passions, and goals. And look carefully at the UA and you will see an CFA (turning it on its side may help) linking UA and Cheer Fusion Allstars together and making them one. Finally coming out of UA is a lifeline leading to two dots representing Ultimate Athletics and Cheer Fusion; the two building blocks that Ultimate Athletics will be built upon.

ULTIMATE ATHLETICS + CHEER FUSION

The cheer experience in Illinois will never be the same. By joining together, Ultimate Athletics and Cheer Fusion are forming not just the biggest but the best athletic experience for athletes and their families in the area.

Together, they will be known as Ultimate Athletics but will be adorned by a new logo and a combination of Cheer Fusion's Columbia blue and Ultimate Athletic's Royal purple.

Opening its doors in May 2010, Ultimate Athletics will offer anyone with a passion for cheer, tumbling, trampoline,

or dance the best training facility and the best training staff in the Midwest.

Ultimate Athletics and Cheer Fusion both have a history of outstanding coaching and by combining forces, every UA athlete will have access to successful coaches who have proven themselves as athletes, coaches, and choreographers at the local, regional, national, and world level.

Ultimate Athletics owner, Craig El and Cheer Fusion owner, Michelle Reisdorf have developed a professional relationship based on respect and appreciation of each others talents, strengths, and love of the

sport. Similarities brought them together but it is their respective strengths that have proven to be the perfect ingredients to this exciting joint venture.

Their passion and dedication will propel Ultimate Athletics to unbelievable achievements.

Ultimate Athletics will provide opportunities for athletes to train and perform in variety of sports at all levels in a state-of-the-art new location in Wauconda, IL.

OFFERING YOU MORE.

- ★ All Star Cheerleading
- ★ All Star Dance
- ★ Tumbling and Cheer classes
- ★ Competitive teams and classes in Power Tumbling and Trampoline
- ★ Go Kids Training – a less competitive approach to cheerleading
- ★ Preschool Tumble and Cheerleading
- ★ Martial Arts
- ★ Coaches Training
- ★ Cross Fit Training for both students and parents
- ★ On-site Trainers and Rehabilitation services
- ★ Health and Wellness Programs
- ★ Nutritional Awareness

UPCOMING PARENT MEETINGS

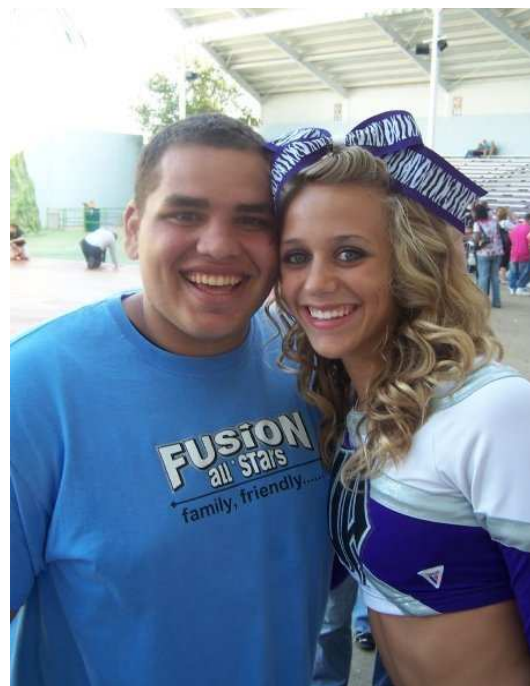
AN OPPORTUNITY TO MEET BOTH OWNERS & LEARN ABOUT THE NEW FACILITY AND NEW PROGRAMS.

Wednesday, March 3rd; 7pm

At Ultimate Athletics
3093 Falling Waters Blvd
Lindenhurst, IL, 60046

Thursday, March 4th; 7pm

At Cheer Fusion
1095 Pingree Rd
Suite 106
Crystal Lake, IL 60014



CRAIG EL

Craig El has been a dynamic presence on the cheerleading scene for over 15 years. His commitment to the sport grows out of a sincere love of cheer and a commitment to helping anyone who wants to reach their potential. Craig is unwavering in his commitment to providing excellent staff, facilities, equipment, and experiences to all of his families.

His champion spirit was developed at Main East High School, the University of Louisville, and Gym Tyme All Stars, and has

lead him to success in the business world as owner of Ultimate Athletics, Go Kids, Ultimate Speed Camps, and Showcase Championship Events. Craig is also USASF certified up to level 5.

Established in 2001, Ultimate Athletics has grown from an in-house cheerleading program at Ultimate Gymnastics to a large-scale, independently owned All-Star cheerleading gym, which produces top ranking teams at a variety of levels. Ultimate Speed Camps is the largest

instructional cheerleading camp company in the Mid-west, Go Kids is the answer for families looking for a less competitive approach to cheerleading.

Teams under Craig's direction have earned countless regional, state, and national titles. He was a 3 year Head Instructor and College Staff member of the Universal Cheerleading Association and was the Program Director at St. Viator High School in Arlington Heights, Illinois.

Ultimate Athletics has and will continue to be my one TRUE LOVE!

~Craig El



MICHELLE REISDORF

Michelle Reisdorf combines 10+ years of cheerleading experience and 20+ years of business experience to be a powerhouse in Midwest cheerleading. Her love for both cheer and dance started as a child, performing and competing herself and continued to grow as she supported her own children within the sport.

Michelle volunteered for the LA Falcons Cheerleading Organization for 5 years, helping

the organization grow to 150+ cheerleaders. Following her time with the Falcons, Michelle was very involved in starting a competitive program; ACES (Algonquin Cheer Elite Squad) which won a National title in its 2nd year.

After 2 years with ACES, Michelle realized the need for a higher level competitive program in the area and founded Cheer Fusion Allstars. In 5 years, she has successfully

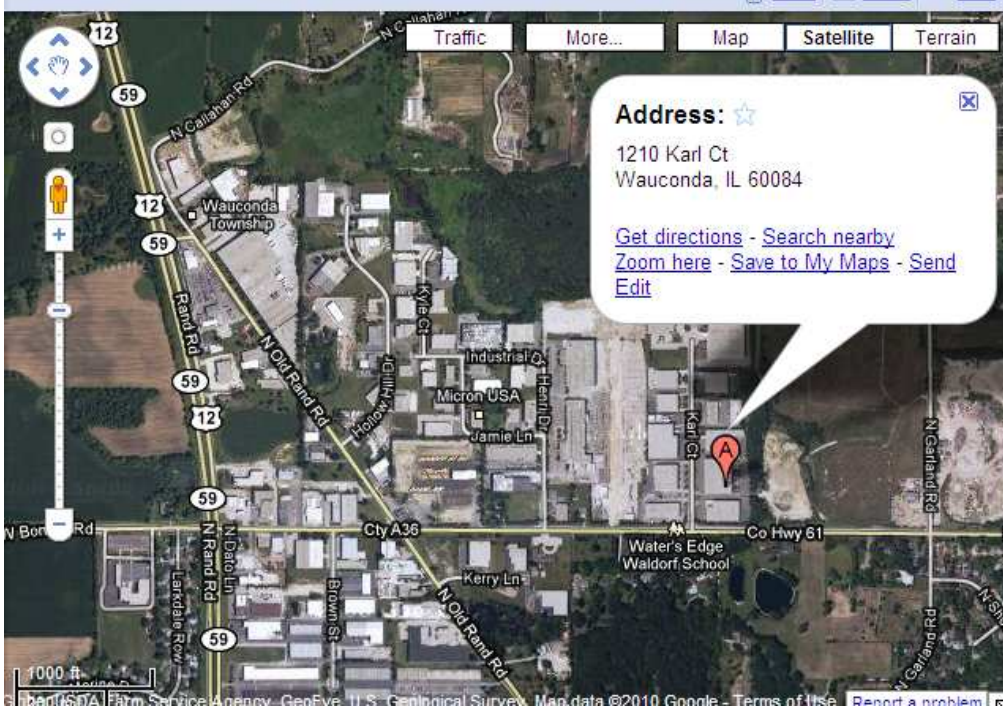
grown the Cheer Fusion program to the National and World's level status.

Michelle has a true passion for children and the sport of cheerleading. She is USASF certified up to level 5 and also a certified cheerleading and dance judge, as well as a Varsity Spirit representative.

UA and Cheer Fusion have always felt like a family, and now we will be a family.

~Michelle Reisdorf

YOU WON'T BELIEVE THIS PLACE!



**24,000 sq feet +
4 full size cheer
floors + the best
equipment in
the area =
amazing stunt
and tumbling
performances**

This amazing building holds 24,000 sq. ft of space and will allow Ultimate Athletics to provide an incredible 4 full size cheer floors with no obstructions as well dedicated tumbling space. We will be expanding the number and type of programs available as well as being able to offer our families the very best equipment.

The facility is centrally located and minutes away from towns such as Barrington, Lake Zurich, Libertyville, Long Grove, Mundelein, Crystal Lake, Cary, Lake in the Hills, Round Lake, Volo, Vernon Hills and Buffalo Grove. The facility is also easily accessible to other cities in the

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Ultimate Athletics injected with the power of Fusion