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EPIC BRANDS WELCOMES FORMER ALL-STAR AND COLLEGIATE CHEERLEADER TO HOME OFFICE STAFF

Jennifer Lodder accepts Marketing Position

Former all-star cheerleader and captain of the James Madison University cheerleading squad, Jennifer Lodder, has recently started as the Marketing Coordinator at EPIC Brands. Jennifer will be involved in all aspects of the Marketing department, including the creation of marketing pieces, programs, and press content, social media and website updates, and sponsorships.

With sixteen years of cheerleading experience, Jennifer brings a vast amount of industry knowledge to the newly merged EPIC Brands. She has cheered at all levels, including school, rec, college, and for the widely-known Star Athletics and World Cup All-Stars. Jennifer has also been featured in MTV's cheerleading shows "Made: I Want to be a Cheerleader" and "Camp Jim" (Jim was her coach at Star Athletics All-Stars from 7th-10th grade!) She currently coaches at Infinity All-Stars Training Center in Fairfax, VA in addition to being a Baltimore Ravens Playmaker.

Jennifer states, "As a self-proclaimed cheerleader for life, I am thrilled to be beginning my career in the Spirit industry, particularly with the EPIC Brands. We have experienced a drastic increase in the amount of events we are producing this season due to the merger of ACDA and Spirit Unlimited, and I am extremely excited to get the word out about EPIC and to be a part of one of the largest and fastest-growing spirit event production companies in the industry!"

EPIC Brands was established in 2011 from the merger between ACDA (founded in 1991) and Spirit Unlimited (founded in 1999) and remains committed to producing events and camps that are among the best in the industry, while continuing to value and maintain superior customer service. During the 2011-2012 competitive season, the members of EPIC Brands will organize and produce over seventy events throughout the country.

EPIC is pleased to be a founding member of the Spirit Industries Trade Association (SITA), the Nations Leading Cheer Companies (NLCC), and the US Finals. EPIC Brands is also a member of IEP along with USASF and gives multiple Worlds bids each season.

For more information on EPIC Brands and upcoming events, please visit www.theepicbrands.com or call 1-877-322-2310.