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www.domesticabusecouncil.com

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For Immediate Release:

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The Daytona Beach Bandshell was the backdrop for the National Cheerleaders Association Collegiate Cheer and Dance Competition recently. College students from all over the United States were in attendance for the annual event.

Marlene Cota, vice president for Corporate Alliances and Business Development for the event sponsor, Varsity Corporation headquartered in Memphis, Tennessee, said she knows the cheerleading event has been coming to town for at least 15 years. This year she reached out to the Daytona Beach Area Convention and Visitors Bureau (CVB) and shared that she wanted to give items from the event to a local women's shelter.

"Because our market is predominately female, I wanted to pick an organization we have an affinity for," Cota said during Saturday's finals. Cota and Jennifer Carlson, Destination Services Coordinator with the CVB arranged for the items to be given to the Domestic Abuse Council's emergency shelter.

According to Cota, at events where Varsity has left over product, they reach out to the community to see who can use the items. She stated that some of her corporate sponsors dictate where the goods can go because of their corporate giving policies, so she has some restrictions regarding donations. Varsity gave hair care products, feminine hygiene products and other personal items to the Domestic Abuse Council.

"Whenever we can establish new relationships and broaden our borders, the people we provide services to are the ones who benefit. We are grateful for the donations," Cheryl Fuller, CEO of the Domestic Abuse Council said.

To learn more about Domestic Abuse Council go to www.domesticabusecouncil.com. The Domestic Abuse Hotline is 1-800-500-1119.

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People in the photos are all Varsity employees.

Jeremy Hinson, event staff, dark hair, blue shirt

Ryan Cota, event staff, dark hair, white shirt

Marlene Cota, Vice President Corporate Alliances and Business Development

Will Mobley, Sponsorships and Logistics, sandy hair, black shirt

Services

- ❖ Emergency Shelter ❖ Transitional Housing ❖ School Based Prevention Programs ❖
- ❖ Court/Legal Advocacy ❖ Community Education and Professional Training ❖