



PREMIER CHEERLEADING ALL-STARS



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2024-2025

6388, Seaside Drive, Dominion Nova Scotia

(902) 537-2461

www.Premiercheerleadingallstars.com



HI THERE!

Welcome to Premier Cheerleading All-Stars!

We are thrilled to have you join our dynamic cheerleading family. Whether you're a seasoned cheerleader or new to the sport, we promise an exhilarating journey filled with teamwork, skill-building, and unforgettable memories.

At Premier Cheerleading All-Stars, we pride ourselves on fostering an inclusive and supportive environment where every athlete can shine. Our experienced coaching staff is dedicated to helping you reach your full potential and achieve your cheerleading goals, both on and off the mat.

From high-energy stunts to explosive tumbling passes, our facility provides the perfect backdrop for you to showcase your talent. We believe in the power of dedication, discipline, and determination, and we can't wait to witness your growth as an athlete throughout the season.

Alongside the adrenaline-pumping routines, you'll develop lifelong friendships, learn valuable life lessons, and become part of a tight-knit community that supports and celebrates your successes.

Your journey with Premier Cheerleading All-Stars starts here. We can't wait to meet you, cheer you on, and create incredible memories together. Let's reach new heights and make this season the best one yet!





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ABOUT PCA

Premier Cheerleading All-Stars was founded in 2012 as a small summer camp to give an opportunity to children in different areas experience to the sport of cheerleading and now has grown into a highly competitive cheerleading program. The program has now turned into a renowned cheerleading program that stands as a beacon of excellence and inclusivity. Premier is home to talented athletes with a legacy of success who have earned prestigious accolades, including the 3X Canadian National Champions, 2022 Bronze and 2023 Silver ASW medallists. Beyond the medals, Premier is a place where individuals of all skill levels come together to develop their abilities, foster teamwork, and build self-confidence. Our dedicated coaches and welcoming environment ensure that every athlete feels supported and empowered. Join us at Premier Cheerleading All-Stars and embark on a journey of skill enhancement, personal growth, and unforgettable experiences.



MEET STACEY



Stacey Madden

Stacey Madden is a highly respected and accomplished individual in the Cape Breton world of cheerleading, having dedicated over three decades of her life to the sport as an athlete, coach, and mentor. As the Owner and Founder of Premier Cheerleading All-Stars, Stacey has played a pivotal role in shaping the cheerleading community and nurturing young athletes to reach their full potential.

With an extensive background in cheerleading spanning various levels and disciplines, Stacey possesses a comprehensive understanding of the sport. From school and college cheerleading to all-star teams and judging competitions, her expertise covers all aspects of cheerleading. Stacey's versatility allows her to effectively coach and guide athletes across all skill levels, from Level 1 to Level 7.

Stacey's passion for cheerleading is evident in her unwavering commitment to her athletes and the sport as a whole. She embodies the role of a "cheer mom," providing unwavering support, encouragement, and guidance to each member of her team. Stacey understands the challenges and triumphs that come with cheerleading, and she goes above and beyond to create a nurturing and empowering environment for her athletes.

As the Owner and Founder of Premier Cheerleading All-Stars, Stacey has cultivated a program that prioritizes both athletic excellence and personal growth. Under her leadership, Premier Cheerleading All-Stars has become renowned for its dedication to developing well-rounded athletes who embody teamwork, discipline, and sportsmanship.

Stacey's coaching philosophy revolves around instilling a strong work ethic, fostering resilience, and encouraging athletes to push beyond their comfort zones. She believes in celebrating each individual's unique strengths while fostering a sense of unity and camaraderie within the team. Stacey's dedication to her athletes' overall well-being extends beyond the gym, as she strives to provide mentorship and guidance in all aspects of their lives.

With her wealth of experience, genuine passion for the sport, and dedication to the success of her athletes, Stacey Madden has established herself as a respected figure in the cheerleading community. Her unwavering commitment to excellence, both on and off the mat, continues to inspire young cheerleaders to dream big and reach new heights in their cheerleading journeys.

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MEET BROOKE-LYNN



Brooke-Lynn Hurley

Program Director of Premier Cheerleading All-Stars

Brooke-Lynn Hurley is the dedicated and visionary Program Director at Premier Cheerleading All-Stars, an individual whose immense experience and unwavering commitment have been instrumental in the program's growth since its beginning. With a remarkable 19-year journey in the world of cheerleading, Brooke-Lynn embodies the heart and soul of this sport, making her a cherished figure within our organization.

Brooke-Lynn's passion for cheerleading is in every aspect of her role. Her profound love for the sport serves as a driving force, inspiring athletes and coaches alike to reach their full potential. Her vast expertise in the cheerleading world, accumulated over nearly two decades, provides a wellspring of knowledge that is invaluable to our program's success.

Behind the scenes, Brooke-Lynn is the driving force, ensuring that Premier Cheerleading All-Stars runs smoothly and efficiently. Her dedication to our cheerleading family is unparalleled, making her an irreplaceable asset to our program and a respected figure in the cheerleading community at large.

What truly sets Brooke-Lynn apart is her extraordinary capacity for empathy and her commitment to fostering meaningful connections. As a Program Director, she doesn't just oversee the logistics; she wholeheartedly invests herself in the lives of her athletes. Brooke-Lynn believes in the power of mentorship and understands that the most profound growth often happens when athletes feel supported, understood, and loved. She is an irreplaceable asset to Premier Cheerleading All-Stars and a respected figure in the cheerleading community as a whole.

Contact: Brooke.pcastaff@gmail.com



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VISION & MISSION

Vision

At Premier Cheerleading All-Stars, our vision is to empower and inspire athletes to reach their highest potential both on and off the cheer mat. We strive to create a supportive and inclusive community where athletes of all backgrounds and skill levels can thrive. With a commitment to excellence, we aim to develop well-rounded individuals who embody the values of teamwork, dedication, and self-confidence. Through our unwavering passion for cheerleading, we envision nurturing a culture of growth, resilience, and lifelong friendships. As a premier cheerleading program, we aspire to be a catalyst for success, fostering a love for the sport and helping athletes achieve their dreams.

Mission

The mission of Premier Cheerleading All-Stars is to provide a transformative cheerleading experience that cultivates athletic excellence, personal growth, and lifelong skills. We are dedicated to creating a safe, inclusive, and supportive environment where athletes can develop their physical abilities, teamwork, and self-confidence. Through expert coaching, comprehensive training programs, and a focus on character development, we strive to empower our athletes to surpass their limits and achieve their goals. At Premier, we foster a strong sense of community, encouraging camaraderie, sportsmanship, and leadership. Our mission is to instill a lifelong love for cheerleading while equipping our athletes with the skills and values they need to succeed in all aspects of life.





WHAT IS ALL-STAR CHEERLEADING?

All-Star cheerleading is one of the fastest-growing sports in Canada. All-Star cheerleading is an exhilarating and dynamic sport that combines elements of gymnastics, dance, acrobatics, and cheerleading. Throughout the year, cheerleaders will work towards perfecting their two-minute or two-and-a-half-minute routines. Athletes in All-Star cheerleading demonstrate strength, flexibility, agility, and precise technique through a series of high-energy stunts, tumbling passes, jumps, and synchronized choreography. Cheerleading is the ultimate team sport and relies on every member for success. Cheerleaders and coaches will be working hard to reach their goals while having a fun and rewarding season. Cheerleading is an extremely intense physical activity and every child was placed according not only to their age but also according to their abilities to cheer safely as individuals and as a team. All-Star cheerleading not only cultivates physical fitness and athleticism but also fosters personal growth, self-confidence, and strong bonds among teammates. It is a thrilling and rewarding sport that challenges individuals to push their boundaries, strive for excellence, and create lifelong memories.

OUR PROGRAMS



Teams

In the world of cheerleading, there are various levels and categories that cater to different skill levels and aspirations.

Pre-competitive cheerleading serves as an introductory stage where young athletes begin their cheer journey. It focuses on building foundational skills, teamwork, and fostering a love for the sport. Pre-competitive teams often participate in local performances and showcases, preparing athletes for the next level.

Prep cheerleading is a step up from pre-competitive and is designed for athletes who desire a more competitive experience but with a reduced time commitment compared to traditional all-star cheerleading. Prep teams typically practice fewer hours per week and compete in a separate division, providing a great balance between commitment and other activities.

All-Star cheerleading represents the pinnacle of competitive cheer. It brings together highly skilled athletes who dedicate extensive time and effort to honing their skills. All-Star teams compete at local, regional, and national competitions, showcasing their talent through intricate routines that incorporate stunting, tumbling, jumps, and dance.

Elite travel cheerleading. Elite teams are comprised of exceptional athletes who compete at the national and international levels. These teams train intensively, often traveling long distances to participate in prestigious competitions. Elite travel cheerleading requires a significant investment of time, effort, and dedication, pushing athletes to their limits and pushing the boundaries of the sport.

Whether in pre-competitive, prep, all-star, or elite travel cheerleading, each level offers unique opportunities for athletes to grow, excel, and experience the incredible world of cheerleading. It is a journey that fosters athleticism, camaraderie, and personal development, creating lifelong memories and shaping individuals into exceptional athletes.

Classes

Premier Cheerleading All-Stars is proud to offer top-notch tumbling classes, private lessons, flyer flexibility, and performance classes for athletes of all skill levels. Our expert coaches are dedicated to helping individuals develop their tumbling abilities, whether they are beginners or advanced tumblers. In our tumbling classes, athletes will receive specialized instruction and guidance in a safe and supportive environment. We focus on proper technique, strength building, and progression, allowing athletes to master skills such as forward rolls, cartwheels, back handsprings, and more. For those seeking personalized attention, our private lessons provide one-on-one coaching tailored to specific goals and needs. Our experienced coaches will work closely with athletes to identify areas of improvement and provide individualized instruction to accelerate their tumbling progress.

NEW PROGRAMS/CLASSES COMING SOON...

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LET'S CONNECT

We are here to help.

If you have any questions or need further information, feel free to reach out to us. We're here to help and support you every step of the way.



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PCA Fundraising 2024-2025



PCA Program Page 2024-2025

