



Explore York
60 East North Street
York, PA 17401
717-852-9675 • 1-888-858-YORK
Fax: 717-854-5095

Melissa Beaverson
Vice President of Marketing & Communications
Explore York
717-852-9675, x109 or Melissa@YorkPA.org

"Pennsylvania Madness" Cheerleading Event Returns to York County, PA
More than 400 Athletes from PA, VA, MD, NJ, and DE to Compete at Two-Day Event

YORK, PA – The excitement of competitive cheerleading is set to return to York County, Pennsylvania, on December 14-15, 2024, for the highly anticipated *Pennsylvania Madness* competition. Organized by Maximum Cheer & Dance, LLC, supported by Explore York, and grant funded by the York County Tourism Grant Program, this action-packed event will feature more than 40 cheer teams from Pennsylvania, Virginia, Maryland, New Jersey, and Delaware, converging at the York Expo Center for two days of high-energy performances.

Elizabeth Waite, Grant Program Manager at Explore York, shared her enthusiasm for the event, stating, "Thanks to our investment, *Pennsylvania Madness* was able to add an extra day of competition, which will encourage extended hotel stays and increased visitation to local businesses, contributing an estimated \$430,000 in economic impact to the region."

The competition kicks off Saturday, December 14, at 9:00 a.m., with teams from various skill levels, including a special Cheerabilities group that fosters inclusion and growth for athletes of all abilities. Chelsie Hollencamp, Marketing Manager at Maximum Cheer & Dance, LLC, added, "We're thrilled to bring *Maximum Madness* back to York! These events offer a unique blend of fierce competition and personalized coaching. Participants will receive expert choreography feedback that they can use to elevate their routines throughout the season."

More information about Explore York Programs:

Explore York's mission is to maximize tourism expenditures and their economic impact in York County, PA, through comprehensive tourism sales and marketing programs. Explore York's vision is for a York County where tourism is recognized for the value of its economic impact and its role in raising the profile of York County as a sought-after destination. For more information on Explore York and the destination, call 1-888-858-9675 or visit YorkPA.org.

Explore York's Sport York program is designed to recruit events and generate additional economic impact in York County. Sport York positions York County as Pennsylvania's Premier Sports Destination, highlighting the area's dynamic facilities and central location on the East Coast. For further information about Sport York, visit YorkPA.org/sports.



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The Explore York Tourism Grant Program provides all applicants equal opportunity for funding consideration and does not discriminate based on race, gender, religion, caste, or creed.



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