



TLC GOES INSIDE THE WORLD OF COMPETITIVE ALL-STAR CHEERLEADING WITH “CHEER PERFECTION”

New special, from the producers of TODDLERS & TIARAS, premieres July 11 at 10/9c.

(Los Angeles, CA) – These aren’t your average pom-pom girls – and their moms will make sure you know it. Trained by champion coach Alisha Dunlap, the pint-sized athletes of all-star cheerleading perform roundoffs and handsprings that demand every ounce of their precision and fitness. In TLC’s newest special CHEER PERFECTION, the producers behind Toddlers & Tiaras explore this dynamic world, where cheerleading is as competitive for the parents as it is the kids. The special airs Wednesday, July 11, 10pm ET/PT.

Alisha expects perfection from every child who steps on the floor of her Arkansas cheerleading gym—and she shows them just how to achieve it. Her gym’s ultra-competitive moms wouldn’t have it any other way, knowing their own status in the gym is tied to how talented their daughters are as cheerleaders. The special follows a week leading into tryouts for a new elite team, and captures the talent, drama, and rivalries that emerge as the young competitors – and their moms – do everything it takes to make the team. As some fight through injuries to show off their potential, others crack under the pressure, all in the hopes of displaying CHEER PERFECTION.

The women featured in CHEER PERFECTION include:

- Alisha, the head coach and co-owner of Cheer Time Revolution. A nationals-winning coach, Alisha trains champions and expects perfection. At the same time, no one can doubt her heart and her dedication to bringing the best out of her cheerleaders, and no one cheers louder than her when her trainees succeed. Her talented daughter Cassidee gets no special favors, but shows just as much enthusiasm as her mother. Alisha’s husband, RD, works with her at the gym, and they have two additional daughters, Cambree and Chanlee.
- Ann, the mother of Torrann, sees herself as the top of the gym’s pecking order. Passionate about winning, her perspective is “I don’t spend all this money to lose.”
- Bonnie, new to the gym, is the mother of Alana. She is determined to make Alisha notice her daughter, which could lead to a rivalry with Ann.
- Mandy, the mother of Olivia, puts her faith in Alisha to make her daughter a top cheerleader.
- Shannon, the mother of Brooke, finds herself caught between her desire to win and her fear for her daughter’s injured back.

CHEER PERFECTION is produced for TLC by Authentic Entertainment. Executive Producers are Lauren Lexton, Tom Rogan and Michael Gara.

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About TLC

TLC is a global brand that celebrates extraordinary people and relatable life moments through innovative nonfiction programming. A top 10 cable network in key female demos, TLC has built successful franchises around the Cake Boss and Say Yes to the Dress brands. In 2011, TLC had 28 series averaging 1.0 million P2+ viewers or more including Sister Wives, My Strange Addiction, Extreme Couponing, Toddlers & Tiaras, 19 Kids and Counting, What Not To Wear and Long Island Medium.

TLC is available in more than 99 million homes in the US and more than 227 million households in nearly 150 markets internationally. A destination online, TLC.com offers in-depth fan sites, exclusive video content, and original editorial covering style, home, food, and more. Fans can also interact with TLC via On Demand services, on mobile platforms, including an iPhone App, and through social media such as Facebook or @TLC on Twitter. TLC is part of Discovery Communications (NASDAQ: DISCA, DISCB, DISCK), the world's number one nonfiction media company reaching more than 1.5 billion cumulative subscribers in 209 countries and territories.