

**The World's First Documentary About the Sport of International Cheerleading, Begins Production in Thailand**

Bangkok University Cheerleading Team to be the Subject of a New Documentary Film from A Single Production Company

**June 14, 2011 (Bangkok, Thailand)** -- Today, A Single Production Company announces the new documentary "The Cheer Ambassadors – Bangkok University Winning the World." This true story follows the aspirations of the 2009 Bangkok University Cheerleading Team – the first Thai team to ever compete in the International Cheer Union's World Cheerleading Championships. The film allows the team members themselves to share their compelling stories of dedication and hard work as they train to compete for the first time, traveling to the USA to face over 50 national teams on the world stage.

While cheerleading has been practiced in the USA since 1898, the sport's history in The Kingdom of Thailand is still in its infancy – beginning just 11 years ago in 1995. Teams would crowd around televisions in the middle of the night to watch satellite broadcasts from the USA on ESPN and other international cable channels. Cheerleading in The Kingdom began as a labor of love, by a small group of athletes with a passion for the sport. First videotapes, and then YouTube links, were shared among Bangkok University team members so they could teach themselves how to cheer, resulting in routines unique to the world of cheerleading. With the knowledge they gleaned, commitment they shared, and a lot of courage and creativity, the team burst on to the world stage, sharing their own signature performances representing their collective dream.

Mr. Jason W. Best, the film's Executive Producer and Co-Founder of A Single Production Company stated, "In looking for our next project, I wanted to tell a compelling story of people working hard and following their own path. As soon as I heard this story from one of the team's coaches, I knew that we had to make this documentary. Even if someone is new to the sport of Cheerleading, I believe this is a story that will entertain the audience as well as motivate them to be true to who they are."

"I'm fascinated by real people and their extraordinary stories. This is one that has been screaming to be made into a movie for a long time. These student athletes deserve the credit that they will receive, just as the world deserves to be inspired by their example," exclaimed Mr. Luke Cassidy-Dorion, the Director of the film and a Co-Founder of A Single Production Company. Mr. Cassidy-Dorion is also the host of a popular Thai television program, a published author and photographer. "There is this misconception that the next generation is lazy and wastes its time playing video games, but this example dispels that myth. Their love for the sport, not money or fame, is what drove these young people to excellence."

Filmed on location in both Thailand and the USA, this documentary also includes interviews with athletes and coaches from other countries, as well as the leadership of the International Cheer Union. "We are thrilled with the global growth of the sport of cheerleading. It is now the world's fastest growing sport with over 3 million athletes," remarked Mr. Jeff Webb, Founder and President of the International Cheer Union, encompassing 97 member National Federations. "Team Thailand emerged in 2009 as an innovative and exciting team and I look forward to the release of this documentary so it can be shared with teams around the world to both inform and inspire them."

The film also shares with the audience, from the viewpoints of coaches, parents, sociologists, university leaders, and Thai media figures, the impact of the this incredible team's dedication to not only themselves, but also their school and their country. In reflecting on this project, Petch Osathanugrah, Chief Creative Officer and Chairman of Executive Board Bangkok University said, "Athletes shine as a unifying force in an increasingly complex world. We are thrilled that this story of Thailand's national team of student athletes from Bangkok University is being told and are proud of their achievements. Their spirit, honesty and hard-work is an inspiration to our school and the entire country."

Currently in production, the film will be released at the end of 2011.

[www.TheCheerAmbassadors.com](http://www.TheCheerAmbassadors.com)

**About A Single Production Company**

A Single Production company is dedicated to telling the stories of people who live true, authentic lives. We believe that those who dare to be different, who speak out, who try hard, who make a difference can entertain, inform and inspire others to follow their own path. We draw our primary inspiration from the English-American novelist [Christopher Isherwood](#) who was steadfast in his desire to write about issues that were important to him. His works included Cabaret and A Single Man, which has inspired the name of this production company. Based in Bangkok, Thailand and San Francisco, California, the company was co-founded by Luke-Cassady-Dorion, a writer, photographer, linguist and host of a Thai adventure travel television program, and Jason W. Best, a successful technology executive, strategic business consultant. [www.ASingleProductionCompany.com](http://www.ASingleProductionCompany.com)

**About The International Cheer Union**

The International Cheer Union currently encompasses 97 member National Federations and continues to grow as a unified voice for all those who are dedicated to the positive advancement of cheerleading throughout the world.

The ICU is a non-profit international governing entity, and it has been properly and legally registered as such. Its mission and purpose are strictly to advance the sport. No corporations or individuals will benefit financially from it. [www.cheerunion.org](http://www.cheerunion.org)

**About Bangkok University**

Bangkok University is the oldest and largest private university in Thailand, established 1962. Located in the central business district of Bangkok, the university expanded its operation to Rangsit campus in Pathumthani province to accommodate its rapid growth. <http://www.bu.ac.th/th/>

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