

FOR IMMEDIATE RELEASE

Whitney Sales Named Director Of School Cheer for Redline Championships

Redline Championships, proudly announces Whitney Sales as its new Director of School Cheer. Sales brings a wealth of experience and knowledge in strategic leadership, and operational excellence, making her the ideal leader to move Redline Championship's commitment to school cheer forward.

Sales is currently the Head Cheer Coach and Spirit Director at Lubbock Christian University in Lubbock, TX, a role she has held since 2022. Prior to this, she was the head coach at Wayland Baptist University in Plainview, TX.

Additional coaching/chorography achievements include:

- Army All American Bowl Game Coach Of The Year 2023
- Army All American Bowl Game Head Cheer Coach 2023 & 2024
- 7 UIL State Championships
- 12 UIL State Medal Finishes
- 20 UIL Finalist
- 15 UIL Category Wins (3 Band Chant, 7 Crowd Leading, 5 Fight Song)
- UIL Choreography: State Runner up: 2023, 2022
- 11 Years Of Game Day Choreography Experience

"I am thrilled to join the team at Redline Championships and look forward to growing our school events," said Sales. "We are excited to be offering FREE registration for the inaugural year of The School Spirit Grand Nationals to be held at Globe Life Field in Arlington, Texas on Sunday, January 17, 2027. I look forward to working with our team to create spirit filled, unforgettable experiences for school cheer squads."

As the Director of School Cheer, Sales will lead the organization's growth initiatives and further develop relationships with school cheer coaches and squads across the country. Her leadership will reinforce Redline Championships dedication to innovation, inclusivity, and sportsmanship while enhancing the school competition experience for athletes, coaches, and spectators.

"We are thrilled to have Whitney Sales join our team," said Jeb Harris, Founder of Redline Championships. "Her expertise, vision, and passion for school cheer perfectly align with our mission, and we are confident she will continue to grow the school market for Redline Championships in exciting new ways."

For more information about Redline Championships visit redlinechampionships.com or contact Whitney Sales at whitney@redlinecheer.com