



Memphis, 25 September 2025

European Office: Lausanne

LIM Chin Hau
President
Cheerleading Association and Register of Malaysia (CHARM)
MALAYSIA

Re: ICU Recognition & Status of Good Standing: Cheerleading Association and Register of Malaysia (CHARM)

Dear President Lim, dear Chin Hau:

Dear CHARM:

On behalf of the International Cheer Union (ICU), the IOC recognized World Governing Body of Sport of Cheer and our Disciplines* (Cheerleading & Performance Cheer), we thank you for your dedication to the positive advancement of the Sport of Cheer in your country and throughout the world. As a powerful advocate for those truly committed to this effort, please accept this letter as confirmation of the following:

Since 2009, INTERNATIONAL CHEER UNION (ICU) hereby recognizes CHEERLEADING ASSOCIATION AND REGISTER OF MALAYSIA as ICU's ONLY National Cheer Federation Member in representation of the Sport of Cheer and its Disciplines for MALAYSIA. Since its admission into the ICU in 2009, CHARM remains in good standing with the ICU and has maintained this status for nearly two decades.

***For clarity on ICU and ICU's Disciplines:** Since our inception, ICU's Sport of Cheer disciplines are categorized in 2 groups: **CHEERLEADING** and **PERFORMANCE CHEER**.

CHEERLEADING is commonly known by "Cheerleading Teams" that perform/integrate Cheerleading skills, such as Partner Stunts, Pyramids, Basket Tosses, a Cheer with choreography into their performances (at Sporting Events or Competition) to motivate and entertain any crowd.

PERFORMANCE CHEER is commonly known by "Performance Cheer Teams" that perform/integrate Performance Cheer skills and techniques in the genres of Pom, Hip Hop, Jazz and High Kick in choreography into their performances (at Sporting Events or Competition) to also to motivate and entertain any crowd.

Both Discipline Groups of the Sport of Cheer (Cheerleading and Performance Cheer) are derived from over 100 years of history (starting in the USA) of Cheer Athletes performing, entertaining, motivating and engaging the crowd/spectators at various sport events to enhance the game environment. Starting in the 1980s, ICU's current President Jeff Webb formatted both Cheerleading and Performance Cheer into competition formats creating a USA National Championships broadcasted on ESPN globally for more than 40 years.

For over 20 years, ICU has continued this tradition by conducting Annual ICU World Championships, World Cups, Continental Championships, Multi- Sport Games (Performance Cheer Pom was recently in The World Games 2025) and more than 100 National Championships featuring both discipline groups. ICU broadcasts both discipline groups on networks such as CBS Sports, ESPN and the Olympic Channel on an on-going basis. ICU also administers education programmes for Cheer (Cheerleading & Performance Cheer) for tens of thousands of athletes, coaches and officials in over 120 countries annually.

President Lim, we trust this is information is helpful as you and CHARM continue to grow our sport in Malaysia, Asia and throughout the world. ICU continues to look forward to continuing to work with you and CHARM to provide the elements structure and safety, as well as balanced input and governance to assist the various stages of development in which cheerleading finds itself in many nations across the globe.

For nearly 2 decades, ICU appreciates very much the ongoing contributions that CHARM has made to the development of our Sport in Malaysia and throughout the world. Congratulations on this ongoing achievement and commitment to the athletes we all serve, and we look forward to our continuance of working closely together on this exciting endeavor.

Yours in Sport,



Jeff Webb
President
International Cheer Union
www.cheerunion.org

International Cheer Union: The IOC Recognized World Governing Body for Cheerleading. 121 National Federation Members. A Proud Member or Partner of:



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