



USASF and Safe@AllStar Announce New Partnership in Athlete Protection

MEMPHIS, TN and NAPLES, FL (May 25, 2021) – [U.S. All Star Federation](#), dedicated to driving excellence in All Star Cheer and Dance, and [Safe@AllStar](#) today announced a new partnership that will enhance athlete protection. Through this partnership, Safe@AllStar will provide safety and security services to include: the Safe@AllStar mobile app; child sexual abuse awareness and prevention training; and ongoing consulting, and crisis response and management for club owners to support the athlete protection measures used by the USASF.

“As a father, I had the unfortunate experience of discovering that my daughter had been contacted by an online predator,” said Ken Newman, Chief Executive Officer, Safe@AllStar. “I knew something should and could be done to better protect our youth.”

With extensive experience in law enforcement, Newman took a comprehensive, multi-layered approach to youth protection, safety and security. He assembled a team of top security experts, including several former U.S. Secret Service agents, to develop and introduce high levels of protection to the cheer and dance community.

Safe@AllStar uses revolutionary crowdsourced safety applications to combat the exploitation and trafficking of youth athletes. Their unique technology provides training and educational resources to athletes, coaches and parents to strengthen awareness and encourage preventive actions and safe behaviors at all levels.

“Our sole priority is to protect youth athletes and prevent bad things from happening to good people,” said Jason Russell, President of Safe@AllStar. “We’re honored to have the opportunity to partner with the USASF and contribute to their mission to create a safe environment and promote a positive image for the sport.”

“This partnership is an important new benefit for our members that should improve the safety and peace of mind of our USASF athletes and parents,” said Alison Stangle, Interim Executive Director, USASF. “As champions in promoting athlete protection, we’re pleased that this program offers additional prevention and education to our ongoing athlete protection programs. We look forward to collaborating with our coaches, program owners and event producers using Safe@AllStar’s initiatives to foster a safer environment for all our athletes.”

About Safe@AllStar, LLC:

Safe@AllStar is a comprehensive safety and security firm based in Naples, FL. Safe@AllStar’s mission is to deploy a comprehensive approach to prevention and protection. Safe@AllStar’s crowd-sourced safety application, training and consulting services ensure that protection is multi-layered and holistic. For more information, visit www.safeatallstar.com.



About USASF:

The U.S. All Star Federation supports and enriches the lives of our All Star athletes and members. The USASF provides consistent rules, strives for a safe environment for athletes, drives excellence and promotes a positive image for the sport. The organization credentials coaches, certifies legality officials, sanctions events and maintains safety guidelines, all with the goal of providing the safest possible environment for cheer and dance athletes to train and compete. For more information, visit www.usasf.net.

#####

Media Contacts:

FOR USASF:

Lynn Singer
M: (214) 668-9168
E: lsinger@usasf.net

FOR SAFE@ALLSTAR:

Jason Russell
President, Safe@AllStar
(616) 308-7626
E: jason@safeatallstar.com