



**Cheer Derby and GMCE:  
Where the experience is elevated!**

June 15<sup>th</sup>, 2020- M Events announces the acquisition of Cheer Derby and GMCE, two successful, competitive cheer and dance competition event companies.

Cheer Derby and GMCE unite with M Events to produce events that combine high quality customer experience and staff expertise. Their combined goal is to create a brand perspective of well-rounded experiences for the athletes, coaches, and families, as well as expand the opportunities in the competitive cheerleading and dance industries.

“We are more than excited to join with M Events,” says Brian and Melanie Shirley, owners of Cheer Derby and GMCE. “We took an approach to focus on the athletes first and foremost. We know that with our knowledge combined, we can provide the industry with amazing competitive events year after year.”

With this acquisition, M Events is proud to say that Cheer Derby and GMCE’s staff will make sure that each program is fully prepared and welcomed for each unique event. Armed with personal experience in the industry, the members of each team know how to exceed the cheerleading and dance standards.

Follow @CheerDerby and @CompeteGMCE on Facebook, Instagram, and Twitter to stay in the know!

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**About Cheer Derby**

Cheer Derby is an independently owned cheer and dance event competition company that is passionate about providing an amazing experience for all of their coaches, athletes, and the families in attendance. The Cheer Derby staff strives to over-deliver on their promise to bring athletes the very best and a fun competition that they will not experience anywhere else. Cheer Derby provides a cheer and dance event for all star and school teams, and also awards bids to The ONE. At Cheer Derby WE KNOW CHAMPIONS! For more information about Cheer Derby, visit [www.CheerDerby.com](http://www.CheerDerby.com)

### **About Greater Midwest Cheer Expo**

GMCE was established in 1999 with the goal of bringing fair, fun, and affordable events to the cheerleading and dance world. GMCE is an independently owned company that provide events that are affordable and fun for families while the athletes still get the outstanding competition, atmosphere, and excellent judging they desire. GMCE is proud to offer championship and national events and are proud to say that they are growing with every season. GMCE is extremely excited to offer Dance World Bids, Cheer World Bids, an exclusive DII Nationals, and The ONE bids! For more information about GMCE, visit [www.gmce.com](http://www.gmce.com)

