

# HBCU Cheer Combine Elevates Cheerleaders as Elite Athletes and Connects Them with High-Impact Collegiate Programs

The 2025 Combine returns to Atlanta, redefining what it means to be a student-athlete.



**Fayetteville, Georgia Nov 13, 2025 ([Issuewire.com](https://www.issuewire.com))** - When most people hear the word “combine,” they think football. Strength drills. Scouts with clipboards. The pursuit of athletic excellence. But at the CAO HBCU Cheer Combine, the athletes wear bows instead of helmets — and their power, precision, and endurance are every bit as impressive.

Returning for its fourth year on Sunday, December 14, 2025, at the Georgia International Convention Center in Atlanta, the HBCU Cheer Combine is the first and only event of its kind— a professional, athletic-style recruitment showcase where college coaches and recruiters from Historically Black Colleges and Universities (HBCUs) scout cheerleaders for scholarships and team placement opportunities.

“Cheerleaders are athletes — full stop,” said Toni Kendrick, Founder and Director of the CAO HBCU Cheer Combine. “They condition, they lift, they sprint, they fly. The Combine gives them the same recruiting stage that football and basketball players have always had. We’re just putting the spotlight where it belongs.” The 2025 Combine returns to Atlanta, redefining what it means to be a student-athlete.

**ELITE ATHLETES. HISTORIC PROGRAMS. REAL OPPORTUNITY.**

At the 2025 Combine, over 200 high school cheerleaders will showcase strength, stunting, tumbling, and endurance in front of coaches from prestigious programs such as Alabama A&M University, Fort Valley State University, Langston University, Morgan State University's Acrobatic & Tumbling Program, Southern University, Talladega College (Cheer & Dance), and Tuskegee University (Dance).

The event features a series of skills evaluations, team-building challenges, and live recruiting sessions, where college coaches assess athletic performance, spirit, and leadership potential.

"This is where talent meets tradition," Kendrick added. "Cheerleading is one of the most physically demanding sports there is — and HBCU cheer programs set the national standard for athleticism, creativity, and precision. This Combine gives athletes the access they deserve."

## **LEVELING THE FIELD FOR ASPIRING STUDENT-ATHLETES**

The CAO HBCU Cheer Combine was created to eliminate barriers of access and visibility for cheerleaders of color, many of whom have limited exposure to college recruiters compared to their peers in traditional sports.

This year's event expands that mission with college readiness workshops, mentorship panels, and on-site scholarship interviews, helping athletes and parents navigate the recruitment and admissions process.

"When people see cheerleaders fly six feet in the air, hold bodyweight stunts, and tumble across a full floor — that's athleticism," Kendrick said. "They train with the same commitment as any other sport. This Combine exists to make sure the world recognizes that."

## **EVENT DETAILS**

Date: Sunday, December 14, 2025

Location: Georgia International Convention Center

2000 Convention Center Concourse, College Park, GA 30337

Time: 9 a.m. – 5 p.m.

Registration: [cheerhbcucombine.com](https://cheerhbcucombine.com)



## Media Contact

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