Premier Athletics in nearby Plymouth encourages youths to jump in for fun

By Dennis Zelazny

Contributing Writer

January is always an exciting time of the year and after talking with Lisa Hemmie, Director of Premier Athletics you can’t help but to want to step it up! Hemmie makes sure that everyone that she talks to is aware that they are there to help educate and teach kids of all ages to be self confident and to do their best, while incorporating a huge fun factor. That’s what the most important part of being involved is, having fun. Weather you are a beginner or an elite athlete, this is the place to experience cheerleading, hip-hop and the gymnastic industry.

Premier Athletics is the place where girls and boys of all ages can come and participate! There are no tryouts; all youths will be placed in groups that are age and level appropriate. They have room for everyone; there is even a Parent Cheerleader Team.

They are the home of Michigan Xtreme, which offers classes for full and limited travel Cheerleading and Hip Hop teams. If you are looking for an opportunity for unlimited fun and excitement this is the place. They also have opportunities for special needs participants.

They offer classes at various levels from the beginner to the elite athletes that include tumbling, cheerleading and hip-hop. If you have a little one, you can start them off early in a pre-school program that they call “Little Explorers.” Premier Athletics also offer open gym time as well.

All the classes are geared to help your child explore new opportunities and expand their horizons. This is a great opportunity to get the skills they might desire that will help them land that spot on your schools athletic team. They work with many of the schools in the area and are aware of the requirements needed to be part those teams. If your not sure you want to be part of a team, that’s okay they also offer tumbling, cheerleading and dance classes that do not require a team commitment as well.

“Premier Athletics is a place for everyone,” says Hemmie, “Anyone can do this and have fun doing it.”

If you like the cheer team environment, with a cheerleading team that is performance based, similar to what you would see on “ESPN” for example, Hemmie says, “Bring it on!” And the best part is that they are friendly to everyone, this means everyone can join in on the fun and participate “There are no side benches or asking students to sit this one out.”

You will find 100% enthusiasm and equal excitement on a whole new level in this gym. They even take that same enthusiasm to the streets when they are involved with community support groups such as Breast Cancer Awareness programs, The Children’s Hospital and coat drives for local churches to name a few. They believe in sharing the fun that they experience and produce.

Michigan Xtreme had been in business for 5 years before they merged with Premier Athletics in 2006 and became a subsidiary of Varsity Brands (VBI Ventures) the largest cheerleading organization in the world. That makes this location a Varsity Exclusive, a title no one else in Michigan has.

The benefits of being part of Premier Athletics, is that it brings in the best trainers that have the “latest and greatest” techniques available anywhere. Trainers like Steve Butcher, a member of the USA gymnastics board of Directors/Executive committee and one of two USA men’s judges worldwide for the 2008 Olympic Games in Beijing, China. All of the local instructors are nationally certified in technical and safety and in CPR/First aid. They are proud of their highly credentialed organization that scores way above average for training their athletes.

You will find many local celebrities have attended classes here. Miley Cyrus is a fan of the cheerleading industry and was a participant in at the Knoxville Premier Athletics sister gym. Recently Premier partnered with an Ann Arbor group in support of the Anti-Bulling program, it resulted with a spot appearance on the popular Ariel & Zoey and Eli, too Show.

Hemmie likes the idea of putting together a positive message and having fun, because it makes everything worth all the effort. Everyone can be a cheerleader or participate in Hip Hop because she feels anyone can be trained to be a participant. The atmosphere at the gym is similar to a theater at times, having spotlights, cameras and all the action for dancing, stunts and fun times. Best of all there is always something to learn. Students love being there and it gives them a chance to do their best and be with their friends while having lots of fun.

Hemmie has more energy than most and is always adding new programs that appeal to everyone. The driven ones, the ones that didn’t make the team and those that would like to try and perhaps take it to the next level. Premier Athletics works with kids and their families, helping them understand what it’s like to be in a team environment and that every individual contributes to the greater goal.

Premier Athletics Michigan Xtreme-Headquarters, is located at 9229 General Drive, they are just south of Ann Arbor Rd. and north of Joy Rd., minutes off of 275, in Plymouth, Michigan. They can be reached at 734-737-0560 or visit their web site at: www.mixcheer.com. Their email contact is: mixcheer@premierathletics.com