

**THE 2016**

*Big Red Line*  
**MEDIA KIT**





## *Who We Are:*

**What was created by St Louis, for St Louis and will always be a part of St Louis?**

**Your Football Cardinals  
BIG RED LINE CHEERLEADERS!**

**From the Washington University Cheerleaders and high school cheer teams who supported the team in the 1960's, to the Mizzou Golden Girls who drove in to cheer on our team in the 1970's, to the KMOX created and sponsored hometown Big Red Line Cheerleaders; whenever you were a fan, you always knew the BIG RED LINE was unique to St Louis.**

**Created by and for St Louis, through the sunny, rainy, and snowy days at that infamous outdoor stadium, these cheerleaders made St Louis history!**

## *What We Do:*

- ◆ **Honor St Louis traditions by participating at historical events throughout the year.**
- ◆ **Promote the St Louis metro area.**
- ◆ **Support the NFL Alumni and NFL events in the Midwest.**
- ◆ **Participate in charity events in the St Louis metro area and throughout the Midwest.**
- ◆ **Assist programs that promote active lifestyles for kids.**

## QUICK FACTS

- ★ As shown in photographs and newspaper articles, the football Cardinals cheerleaders began in 1961. Over the years, this honor was given to local models, metro high schools' cheer groups, Washington University Cheerleaders, the Mizzou Golden Girls, and our hometown residents.
- ★ Eventually, Robert Hyland of KMOX radio station decided we needed a group of hometown cheerleaders. Auditions were held in the summer of 1973. These ladies became the Big Red Line Cheerleaders! The first 'official' appearance of the Big Red Line was September 23, 1973 in Busch Stadium against the Washington Redskins.
- ★ Making NFL History! The first NFL game played outside of the United States was August 16th, 1976 in Tokyo, Japan. The St Louis Cardinals defeated the Chargers by a score of 20 to 10 in front of 38,000 fans. A fantastic and exciting 11 day trip to Japan for the St Louis Big Red Line and the St Louis Football Cardinals.
- ★ On April 29, 1982, an ad was placed in the Post announcing auditions for men to join the Big Red Line. A KMOX spokesman is quoted as saying "eventually we will settle on four regular men and two alternates." and continues to say "We want to get away from the costume and dance lines that most teams have now. We want to get back to the old fashion traditional rah-rah cheerleading that can stir up the crowd."
- ★ Making NFL History! In Fall of 1982, the Big Red Line Cheerleaders made NFL history by becoming the first co-ed cheerleading squad on the field for an entire season.
- ★ The last game the St Louis Football Cardinals played in St Louis was on December 13, 1987. The Cardinals beat the Giants 27-24 in front of 29,623 fans at Busch Stadium. Although the NFL Cardinals organization announced they were moving to Phoenix in January of 1988, it was in March of 1988, after the NFL approved the move, the official letters from the Football Cardinals organization went out saying goodbye to St Louis.
- ★ The Big Red Line Cheerleaders, created by KMOX Radio for the Cardinals, last appeared in public representing the Football Cardinals on July 1st 1988 at the KMOX Balloon Liftoff at Forest Park.
- ★ The Big Red Line Cheerleaders were included as part of the Football Cardinals Franchise as inductees into the Missouri Sports Hall of Fame in October of 2013.

**BIG RED LINE  
CHEERLEADERS**





More information can be found on our website at [WWW.BIGREDLINE.ORG](http://WWW.BIGREDLINE.ORG).



## CONTACT

For more information or to set up an interview with a Big Red Line Cheerleader, please contact any of these representatives.



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For any other questions or comments, please email us at [INFO@BIGREDLINE.ORG](mailto:INFO@BIGREDLINE.ORG)

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