

## **Cheerleading Blog To Be The New Name of Omni Cheer's Online Resource For The Cheerleading Industry**

*Cheerleading Blog, supported in part by cheerleading experts at Omni Cheer, launches as a replacement for Cheerleading Uniforms Blog with an expanded industry reach.*

San Diego, CA ([PRWEB](#)) October 30, 2012 -- Online cheerleading apparel company Omni Cheer announced recently that its online partner, Cheerleading Uniforms Blog, chose [Cheerleading Blog](#) as the new name for its refocused online library of cheerleading articles and information.

The new name was inspired by cheer experts at [Omni Cheer](#), along with other cheerleading industry leaders and innovators, who serve as contributing authors for the blog's library of articles. Over the past year, the blog has worked with its supporting and contributing companies to refocus its efforts and expand beyond [cheerleading uniforms](#) to also include tips, advice and answers for a range of topics that are important to cheerleading communities. The expanded blog content now also covers tryouts, fundraising, safety, fitness and more, and offers over 20 [free cheerleading guides](#) available for download.

"As a growing online resource with strong momentum, the blog needed a name and identity that represented its potential while connecting and relating to its core audience," said Jessica Rzeszut, marketing manager at Omni Cheer. "Cheerleading Blog is a name that represents a commitment to providing relevant, quality and timely information that covers the entire cheerleading community, as well as our ambitions for growing our portfolio of articles and cheerleading guides in the future."

The blog, which recently adopted an updated visual identity as part of the early stages of its new strategic direction, chose to leave the current site design untouched. The site now features an updated logo to assist in crafting a brand image that accurately reflects the focus of providing innovative solutions for the cheerleading community.

"Having worked with the blog for the past year to help grow their audience and build their content categories, I am especially excited for this announcement," said Kevin Oskow, web director at Omni Cheer. "The new name will give the blog a powerful opportunity increase its online presence, improve its placement in search results, and ultimately reach more people in the cheerleading community that are looking for information."

### About Omni Cheer

For over twenty years, Omni Cheer has supplied cheerleaders with apparel and accessories. The cheer gear retailer guarantees the lowest prices on high-quality items, including uniforms, warm-ups, shoes, pom poms, practice wear, accessories, fundraising items, and body basics. To learn more, please visit the online store.

### About Cheerleading Blog

Cheerleading Blog is the official blog supported by industry leaders Omni Cheer®, Campus Teamwear®, Chasse®, Fund2Raise® and Glitterbug® Cosmetics, and features tips, advice and answers for everything cheer - including tryouts, uniform ordering, fundraising, living a cheer lifestyle and more!



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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).