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### **Cheerleading Blog Launches A First-Of-Its-Kind 'University' That Offers Cheerleading Guides At No Cost**

Cheerleading Blog, supported in part by cheerleading experts at Omni Cheer, launches a new learning resource for cheerleaders, coaches, parents and anyone in the industry. The University is free to access, as are all of the guides that are available.

San Diego, CA, January 17, 2013

Online [cheerleading apparel company Omni Cheer](#) announced recently that its online partner, [Cheerleading Blog](#) has, added a new, free feature for its readers, called the [Cheerleading Blog University](#).

There are currently 25 guides available, with topics ranging from how to order cheerleading uniforms to [tumbling tips](#) to [planning the perfect prom](#). The Cheerleading Blog is estimating that there will be over 40 guides available by the end of 2013.

"The University combines all of the blogs on some of the most popular topics in cheerleading, like how-tos and tryouts, and packages them as a complete guide for that topic," explained Cheerleading Blog editor Jessica Rzeszut. "There is nothing else like this in the industry. Nothing that is as current, with the promise of consistent updates – and available at no cost."

The blog began releasing guides in 2012 with great success; reaching over 500 downloads within a few months. Then, in the last quarter of 2012, the blog underwent a name change from Cheerleading Uniforms Blog to Cheerleading Blog. Since all of the guides had to be updated to reflect the new name, the blog editors voted to completely redesign and rebrand the resources as part of the University.

"Redesigning the guides was so much fun! We brought a new life to the information, and added design elements that allowed us to include even more information," said Amanda Dasteel, blog contributor and graphic designer. "The guides are easy to read, easy to navigate, and can be printed as a coach's reference or handed out to an entire team!"

The mission of the University is to deliver all the tips needed to succeed as a cheerleader, a captain, a coach or a cheer parent. The guides feature step-by-step visual for cheer motions and stunts, printable checklists for camp and competition packing, and tips submitted by readers of the blog. As new blog series are completed throughout the year, those too will be compiled into a new guide and added to the library.

In exchange for downloading any of the free guides, the University has you post a Tweet or Facebook updated about your download. "We were sure that we wanted to offer the guides for free, but we needed a way help spread the word about this new resource too," commented Omni Cheer web director Kevin Oskow. "We decided to use a social 'payment' system, since it seems

to benefit both our readers and the University. This system allows us to keep the guides free, while allowing people in the industry to share the information with their communities.”

#### 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.

#### About Cheerleading Blog University

The University launched in 2012 and provides tips and answers for everything cheer, including tryouts, uniform ordering, fundraising, living a cheer lifestyle and more!