



FOR IMMEDIATE RELEASE

Contact:
Jessica Rzeszut
E. jrzeszut@omnicheer.com
P. 858.207.9976 ext. 166

CHEERLEADING BLOG'S UNIVERSITY RELEASES NEW CHEERLEADING GUIDE ON THE HISTORY OF CHEER

The newest free cheerleading guide from Cheerleading Blog University, a feature of the Cheerleading Blog supported by cheer expert Campus Teamwear, focuses on the history of cheerleading and is available for download.

San Diego, March 22, 2013 -- Cheerleading Blog University, a more recent feature of Cheerleading Blog, has released a cheerleading guide on the history of cheer. In partnership with online cheerleading apparel company Campus Teamwear, Cheerleading blog is a go-to resource on all things cheer for cheerleaders, cheer parents, and cheer coaches.

Over the course of 2012, its year of inception, the University released 25 guides. This is the second guide of 2013, following February's release of "The Cheerleading Guide to Training, Event and Travel Safety." University guides cover a wide range of topics, from conflict resolution tips to visuals of step-by-step flyer moves. The goal of the University is similar to that of the blog – to provide valuable information, advice, and tips for cheerleaders, cheerleading coaches, and cheer parents.

Unlike many eBooks, all University guides are free. Rather than charge for downloading the guide, the only payment for the guides comes in the form of a Tweet or a Facebook update.

"The University is a unique resource and offers the most updated information on the cheer industry. Creating these guides allows us to expand on topics we've previously covered on the blog," said Cheerleading Blog editor, Melissa Darcey.

This latest guide covers the history of cheer, from the early days of cheer camp to the evolution of uniforms.

"While cheerleading has only been around for a little over 100 years, many people don't know how it started and how far it has come. This guide isn't just for cheerleaders; it's great for cheer parents, aspiring cheerleaders, coaches, or

anyone who is interested in how cheerleading first started,” commented Jessica Rzeszut, marketing manager of Campus Teamwear.

The History of Cheer guide is available now for download on the Cheerleading Blog website.

###

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!

ABOUT CHEERLEADING BLOG:

Cheerleading Blog is the official blog for cheerleaders, coaches and parents supported by industry leaders Omni Cheer®, Campus Teamwear®, Chasse®, Fund2Raise® and Glitterbug® Cosmetics.

ABOUT CAMPUS TEAMWEAR:

Low price leader Campus Teamwear has been meeting the needs of the cheerleading industry for over 20 years by offering an extensive selection of in-stock uniforms and apparel, shoes, accessories, performance makeup and more. If you have any questions, please contact us at 1-800-871-0063 or email us at customerservice@cheerleadingonline.com.