



**FOR IMMEDIATE RELEASE**

---

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

**CHASSÉ, A CHEERLEADING APPAREL COMPANY, RENEWS ITS SPONSORSHIP OF “SECRET DIARY OF AN AMERICAN CHEERLEADER”**

*Chassé returns as the official cheerleading accessories sponsor for season two of Cheer Channel’s hit series. The cheer apparel leader will provide cheerleading accessories for the cast to wear during filming, and will also give away prizes for contest winners.*

San Diego, CA October 17, 2012 -- Chassé®, a [cheerleading apparel company](#), has again partnered with Cheer Channel Inc. as the official cheerleading accessory sponsor of [“Secret Diary of an American Cheerleader”](#), season two.

As the cheerleading accessory sponsor, Chassé will provide the cast of “Secret Diary” with cheerleading practice shirts and shorts, travel and fashion bags, socks, keychains, hooded sweatshirts and pom poms, including items from its newest collections. It will also participate in Cheer Channel's contests and give viewers a chance to win the accessories that they see on the show. The Chassé cheerleading accessory line is provided and distributed by [Omni Cheer](#).

"We are very excited to continue our partnership with Cheer Channel and Secret Diary," commented Chassé Marketing Manager Jessica Rzeszut. "Season one was high quality and featured relevant content, so we can't wait to see what season two has in store!"

“Secret Diary” is the first original series specifically targeted for the spirit industry, and season one premiere exclusively online. Season two of the series continues the story of Emma, a high school all-star cheerleader that overcame personal struggles and became an inspiration to her peers in season one, but now has distribution on the #1 Dish Satellite Network, Comcast Cable, Omniverse TV, NBC Broadcast and Digital affiliates, Simplyme Mobile, Roku, Boxee, Mobitv and numerous mobile providers and devices with an audience reach of more than 50 million households.

Season two is already in development, with casting, production and the premiere set for this Fall, at the height of sideline and competition cheerleading season. Season one included six episodes with a running time of 7 minutes – 10 minutes per episode. Season two will be able to build off of the success of season one,

and use that success to increase the running time of each episode.

**###**

**ABOUT CHASSÉ:**

*Chassé® is a leader and innovator in the world of cheerleading apparel and accessories, providing affordable and high-performance in-stock cheerleading apparel to cheerleaders of all ages.*

**ABOUT CHEER CHANNEL, INC:**

*The Cheer Channel is the premier online news entertainment network for the millions of cheerleaders, athletes, dancers and fans of the spirit industry.*