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CHEERLEADING BLOG RELEASES RESULTS OF LATEST ONLINE CHEER POLL

Cheerleading Blog, supported in part by cheerleading apparel company Chassé, released the results of its latest poll, asking readers if their friends and family accept cheerleading as a sport.

San Diego, February 20, 2013 -- According to the latest online poll released by [Cheerleading Blog](#), a majority of cheerleaders say that their friends and family are supportive of cheer as a sport.

The poll, which was conducted earlier this month, was posted on the home page of the blog as well in a dedicated article. Each site visitor was allowed one vote and nearly 200 votes were cast. The [full results of the poll](#) can be viewed on the Cheerleading Blog website.

The survey revealed that 41% of respondents chose that option over the four other choices. Accounting for 31% of the vote, blog readers responded that while some friends and family do accept cheerleading as a sport, others still make fun of it.

This poll was released in the midst of several Cheerleading Blog articles regarding the [controversy of cheer's status](#) (or lack thereof) in the athletic industry.

"It is wonderful to see that 41% of voters have supportive friends and family view cheerleading as a sport," said Jessica Rzeszut, Chassé marketing manager. "Like any other sport, cheerleading requires an immense amount of training, skill, and drive. It is unfortunate that negative cheer stereotypes still stand strong in pop culture and, as a result, many believe cheerleading just involves waving pom poms and smiling."

This is the second poll of 2013. A new poll will be posted each month on the blog and the results will be revealed the following month. The third poll of 2013 focuses on squad fundraising and is now open for voting.

Cheerleading Blog, sponsored by cheerleading apparel industry leader Chassé recently added several new features, like the poll, to encourage reader interaction. Each poll covers a specific topic geared towards cheerleaders, cheer parents, and cheer coaches. Last month's poll asked cheerleaders about their top cheer goal for 2013 (the results can be read on the blog).

"The online polls are one of many new blog features for 2013, specifically designed to encourage reader interaction. Creating these online polls allows us to connect with our readers in a whole new way," says Kevin Oskow, web director of Chassé.

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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 CHEERLEADING BLOG:

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