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

CHASSÉ CHEER PRODUCTS POPULAR ON “SECRET DIARY OF AN AMERICAN CHEERLEADER 2”

Several Chasse Cheer items, from warm-ups to practice wear, are regularly worn by the characters starring in the hit web series from Cheer Channel, “Secret Diary of an American Cheerleader.”

San Diego, April 08, 2013 -- Items from [Chassé](#), a respected cheerleading apparel company, have proven popular on season two of “Secret Diary of an American Cheerleader,” a Cheer Channel fan- favorite web show.

“Secret Diary of an American Cheerleader” first debuted in spring of 2012 and Chassé signed on as a sponsor, providing cheerleading apparel and accessories for the cast. In October 2012, Chassé announced it would continue its partnership with Cheer Channel and the web show for its second season.

“Cheer Channel always produces wonderful shows about cheerleading. As a company dedicated to the growth of the cheer industry, we are happy to partner with their most popular show, ‘Secret Diary of an American Cheerleader,’” commented Chassé marketing manager, Jessica Rzeszut.

Season two of the show, “The Fierce One,” follows the competitive cheer squad, Texas Twisters, as they navigate through a world of rumors while training for the biggest competition of the year.

Throughout the series, Chassé products, supplied by [cheerleading retailer Omni Cheer](#), have played a predominant role in the characters’ practice attire, including warm-ups, practice wear, and bags.

“We love seeing our products on the Secret Diary cast members. One of the most frequent items that appears is our Double Knit X warm-up jacket, which has been worn by nearly every character of the Texas Twisters,” said Melissa Darcey, Chassé marketing specialist.

Other items that appear on the show are the: purple Sports Bra, Zebra Sports Bra, Cheer Leader Tank, Contrast Lycra Shorts, Lycra Tank, Striped Lycra Tank, and several cheer backpacks and duffle bags.

All items are available for purchase at Omni Cheer. To view all Chassé items seen on Secret Diary, visit [Chassé's Pinterest album](#).

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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 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 CHEER CHANNEL: Cheer Channel, Inc. is a 24-hour online television network dedicated to the athletes and fans of the spirit industry. A premier destination for live and taped videos on industry news, competitions, events, and more, Cheer Channel also produces original scripted and unscripted web series.