



**FOR IMMEDIATE RELEASE**

---

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

**CHEERLEADER ELLE SMITH SIGNS ON AS SPOKESPERSON FOR  
CHEERLEADING APPAREL COMPANY CHASSÉ**

*Leading cheerleading apparel company, Chassé, has secured a multi-year endorsement deal with Elle Smith through Proformance Sports Marketing and Entertainment.*

San Diego, May 13, 2013 -- Renowned cheerleader Elle Smith has signed on as a spokesperson for the cheerleading apparel company, Chassé. Smith is a National Champion cheerleader and has won multiple first place medals and awards. She is a back spot and secondary base for Xcel Athletics in Katy, Texas. She's currently training to become a flyer.

Chassé recently launched its spring collection of apparel, shoes, and accessories which included a redesigned version of the classic Flip shoe, dozens of new printed cheer tops, and several new uniform styles. Smith will wear and promote the new Chassé spring collection along with other Chassé products at her appearances, as she visits cheer teams, gyms, camps and competitions throughout the year.

This announcement follows news from early May in which Chassé announced its partnership with Maddie Gardner.

"We are so excited to add Elle to our team. She is the epitome of the everyday cheerleader – hardworking, dedicated and full of spirit," commented Chassé Marketing Manager, Jessica Rzeszut. "Elle is someone that we will be proud to feature as a role model for current and aspiring cheerleaders."

The endorsement deal, which took effect May 1, 2013, was secured through the management company Proformance Sports Marketing and Entertainment.

"Cheer Channel has had tremendous success with Chassé as a part of the Secret Diary shows. They have been a great sponsor, and the entire cast, All-Stars, and fans love the products that Chassé provides. We at Proformance could not think of a better pairing," added Cindy Villarreal, CEO of Proformance, CEO of [Cheer Channel](#) and Sports Manager to Smith.

###

**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 PSME:**

*Proformance Sports Marketing and Entertainment (PSME) is a full-service marketing agency specializing in the areas of promotion, sponsorship, endorsements, developments, entertainment, and event planning. Founded in the United Kingdom in 1997 by NFL Entertainment Director, Cindy Villarreal, the firm opened its doors in the United States in 2012. Proformance specializes in creating some of the most exciting and media friendly properties in the country by connecting pro athlete star power to corporate America. It is our mission to provide innovative marketing services designed to enhance media experiences that inspire, create loyalty, and are growth driven.*