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10,000 STRONG, OMNI CHEER CELEBRATES FACEBOOK FAN MILESTONE WITH 'WISH LIST COME TRUE SWEEPSTAKES'

Omni Cheer shows thanks to its customers for helping them surpass 10,000 Facebook fans by offering cheer enthusiasts a chance to win a \$100 shopping spree.

San Diego, November 20, 2012 -- Omni Cheer, a leading cheerleading apparel company, reached a social media landmark in November of 2012 by achieving over 10,000 "likes" by customers, fans and cheer enthusiasts on the company's Facebook page.

Omni Cheer opened their official page in the Spring of 2011, joining the cheer industry on the popular social media platform and bringing their dedication to cheerleading to life with pictures, news, special promotions and giveaways.

"We're so thankful for our customers and our fans. We know that they are the heart of our business. It feels very good to receive so much support on our Facebook page," said Jessica Rzeszut, Omni Cheer marketing manager. "Our fans don't just 'like' our page then hide us from their newsfeed. They are interactive; sharing their stories and supporting the cheer community that continues to grow through our Facebook page. We can't wait to celebrate the next 10,000!"

The company also credits their growth to their commitment to making relevant industry content available on their page. In addition to posting specials, news and opening hot topic discussions, Omni Cheer also uses their page to share cheerleading articles from Cheerleading Blog, including access to the blog's University which offers free downloads of over 20 cheerleading guides.

Now, Omni Cheer is celebrating their milestone 10,000 fans with the 'Wish List Come True' sweepstakes, which is running on their website. Omni Cheer is asking that its fans create and share a wish list of all the cheerleading apparel, shoes, bags and accessories that they would like to add to their cheerleading closet. The winner of the contest will be based on a random drawing from all entries, and will receive a \$100 gift card for the online Omni Cheer store.

“This celebration sweepstakes is a really fun opportunity for our customers to familiarize themselves with the valuable tools that our website offers, while creating a reference guide for cheer gift buying and receiving this holiday season,” commented Kevin Oskow, web director at Omni Cheer.

Details, instructions and contest rules are available on the official Omni Cheer Facebook page.

To enter the contest, visit the Omni Cheer website and sign in or register an account to create a wish list.

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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.