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CHEERLEADING BLOG REACHES ITS FIVE YEAR ANNIVERSARY

Cheerleading Blog, sponsored in part by cheer company Chassé, reached its five-year milestone as a resource for cheer industry news, advice, and tips.

San Diego, July 16, 2013 -- Cheerleading Blog, a leading online resource for the latest cheerleading news, celebrated its five-year anniversary this month. Sponsored in part by popular cheer apparel company Chassé, the blog launched in 2008 as Cheerleading Uniforms Blog.

As the focus shifted from cheer uniform and apparel advice and information, the blog was renamed Cheerleading Blog and included articles on a wide variety of topics, including fitness, current events, health, beauty, coaching tips, and advice for new cheerleaders and cheer parents.

In 2011, Cheerleading Blog launched a University, which publishes free downloadable eBooks on cheerleading topics from basic tumbling moves to planning prom. Today, the University has more than 30 eBooks available. In 2013, the blog created a Reader of the Month contest and monthly interactive polls.

In March 2013, leading cheerleading news networks Cheer Channel and Cheer News Network picked up Cheerleading Blog. Cheerleading Blog articles are now frequently posted on their respective websites.

“Our goal is to continue to find new ways to interact with our readers and to always share the best information. The cheer world is constantly changing and advancing and we are dedicated to informing our readers on the latest events and providing them with all the help they need in regards to fitness, health, school, competitions, and more,” said Melissa Darcey, Cheerleading Blog editor.

In celebration of its five years online, Cheerleading Blog and Chassé announced the release of its latest project – CheerLiving®, a free digital and print quarterly magazine. Its premiere issue features Maddie Gardner on the cover. Gardner, who recently signed a multi-year contract with Chassé, also contributed an article for the issue.

“We’ve long worked with Cheerleading Blog and we were so excited to partner with them to create CheerLiving® magazine. This has been an incredible project and we can’t wait to watch it grow,” said Jessica Rzeszut, Chassé marketing manager. “Chassé is dedicated to the cheerleading lifestyle and Cheerleading Blog and CheerLiving® reflect that.”

Print copies of the magazine will be exclusively distributed through Omni Cheer in select catalogs and orders. However, the digital version is accessible online at www.cheerlivingmag.com. Readers can subscribe to receive notifications when a new issue is released.

For more information on the blog or to access its University, visit www.cheerleadingblog.com.

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ABOUT CHEERLEADING BLOG:

Cheerleading Blog is the official blog supported by industry leaders Omni Cheer®, Campus Teamwear®, Chassé®, Fun“d”2Raise®, Warmups.com and Glitterbug® Cosmetics.

ABOUT CHEERLIVING MAGAZINE

CheerLiving Magazine, a division of Cheerleading Blog and sponsored by cheerleading company Chassé, is a source of cheerleading news, tips, and advice for cheerleaders, coaches, parents, industry leaders, and the cheerleading community.

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.