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CHEER CHANNEL RELEASES THIRD CHEER MASHUP EPISODE WITH A SPOTLIGHT ON GLITTERBUG COSMETICS

Glitterbug Cosmetics, a performance makeup company, is one of the sponsors of the Cheer Channel show, "Cheer Mashup."

San Diego, August 23, 2013 – "[Cheer Mashup](#)," one of Cheer Channel's newest shows, released its third episode on Youtube. The episode featured a spotlight on [Glitterbug Cosmetics](#), its products, and its makeup tutorials that are ideal for cheerleaders of all ages and levels.

Cheer Channel, the premiere online entertainment network for the cheer industry first announced "Cheer Mashup" in December of 2012, with its first episode premiering in April of 2013. Maddie Gardner, a favorite cheerleader and role model for many, hosts the show.

"We're a big fan of Maddie Gardner and we support Cheer Channel's goal of providing such programs to spread the word about the incredible spirit and talent of cheerleaders. Although our makeup line is used by athletes and performers of all kinds, cheerleaders have a special place in our heart," said Glitterbug Cosmetics marketing specialist, Melissa Darcey.

Glitterbug Cosmetics is one of the main sponsors of the show, which is currently in the middle of its first season. Glitterbug's relationship with Cheer Channel is nothing new; the cosmetics company paired with the cheer network in 2012 to be a sponsor, and the makeup provider, for the hit show "Secret Diary of an American Cheerleader." In October 2012, Glitterbug's sponsorship was renewed for the second season of the series, which premiered in spring of 2013. For the show, Glitterbug provided the entire cast with performance makeup.

"We always keep cheerleaders in mind when developing our products, and Cheer Channel shows like 'Secret Diary' and 'Cheer Mashup' are a great medium through which to tell them about our competition and performance makeup. We're so glad to be part of these great productions," said Jessica Rzeszut, Glitterbug Cosmetics marketing manager.

Cheer Mashup is available for viewing [on the Cheer Channel website](#), Youtube, all Cheer Channel social media platforms, and through Dish Satellite, Roku, Boxee, Vimeo, Blip TV, and on mobile devices.

To find out more about Glitterbug Cosmetics and the latest news, visit their website [or Facebook page](#).

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About Campus Teamwear

Low price leader Campus Teamwear has been meeting the needs of the cheerleading industry for over 20 years by offering an extensive selection of in-stock uniforms and apparel, shoes, accessories, performance makeup and more. If you have any questions, please contact us at 1-800-871-0063 or email us at customerservice@cheerleadingonline.com.

ABOUT CHEER CHANNEL INC:

CCI, a privately held corporation with offices in Texas and California, serves as the premier entertainment and news network for the millions of athletes and fans of the spirit industry. An interactive, multi-digital online and broadcast destination, CCI provides the latest emerging media technology engaging tweens and teens across the most popular social media platforms. CCI offers access to cheer and dance news, fashion, health and beauty trends, reality programming, celebrity cheerleader profiles, live and taped cheer competitions and branded entertainment for its original webseries and lifestyle content.