



**FOR IMMEDIATE RELEASE**

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## **SECOND ISSUE OF CHEERLIVING® RELEASED WITH NEW DIGITAL INTERACTIVE FEATURES**

*CheerLiving®, produced by Cheerleading Blog and sponsored by Chassé, released its second issue digitally with enhanced interactive features.*

San Diego, October 2, 2013 -- CheerLiving® magazine announced yesterday the digital release of its second issue. The issue, available now for free on the magazine's website, covers issues in cheerleading during the Fall and Winter months of the season— October, November and December. Topics include health and nutrition, beauty tips, sideline safety and the main feature, a 4-page cheerleading shoe review.

The digital issue features several new interactive features, including an improved subscriber account, which allows subscribers to easily access any current or past issue, and shop-friendly icons for featured cheer products. Clickable icons will appear next to featured products and advertisements so readers can easily click to shop what they see. Readers will also be treated to VIP access of bonus content, including video, audio and photos – all available without ever leaving the page they are reading.

“Our digital magazine is the first of its kind in the cheer industry. There is nothing else like this available for cheer communities, and we think readers will have a lot of fun with the new features!” said Jessica Rzeszut, CheerLiving magazine Editor-in-Chief. “We want the CheerLiving experience to go beyond just the words and pictures on the page. We want our readers to be able to get as much information as possible – even if we can’t fit it all on the page.”

Launched in July 2013, the magazine was created by Cheerleading Blog with popular cheer company Chassé as its premier sponsor. The first issue, with Chassé athlete and fan favorite cheerleader Maddie Gardner on the cover, was well received by fans. Readers can subscribe to the digital version of CheerLiving® magazine for free.

“We were blown away by all the positive feedback we received. Cheerleaders, parents, and coaches all found CheerLiving® to be accessible and informative,” commented Cheerleading Blog editor Melissa Darcey. “As we saw so many

digital subscriptions and downloads, we decided to take our digital version to the next level.”

CheerLiving magazine was created by Cheerleading Blog as another informative resource for cheerleaders, coaches, and parents. Cheerleading Blog launched in 2008 and has since then grown to become an industry leader. In 2011, Cheerleading Blog launched its own University, which provides free downloadable eBooks on cheer topics, from stunting tips to travel safety advice.

Chassé has sponsored the blog since its initiation. Other sponsors include Omni Cheer®, Campus Teamwear®, Glitterbug® Cosmetics, Fun“d”2Raise® and Warmups.com.

To learn more about CheerLiving or to subscribe to the digital version, visit their website.

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#### ***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 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 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.*