



FOR IMMEDIATE RELEASE

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**CHEERLIVING® RELEASES THIRD EPISODE OF ITS ONLINE SHOW
PRODUCED BY CHEER CHANNEL**

CheerLiving®, a cheerleading magazine created by Cheerleading Blog, launched its own online show in September, sponsored by Chassé and produced by Cheer Channel, Inc.

San Diego, October 7, 2013 -- CheerLiving® magazine released the third episode of its online show today. The new episode features special features of several top cheerleading shoes. Cheer shoes were also the focus of the second issue of CheerLiving® magazine, which was released on October 1.

All episodes are sponsored by Chassé Cheer, produced by Cheer Channel Inc., and hosted by CheerLiving® magazine editors. CheerLiving® will be releasing a new episode every other week on Mondays.

CheerLiving® magazine was created by Cheerleading Blog and launched in July with its first issue, featuring Chassé athlete Maddie Gardner on the cover. The magazine is released quarterly and a digital version is available to download and subscribe to for free.

"We are always looking for ways to set the standard in the cheerleading industry. In the true spirit of cheerleading, we strive to find exciting and fun ways to share information and news," said Melissa Darcey, CheerLiving® editor.

The first CheerLiving® episode was released on September 16 and, within the first week, surpassed 11,000 views on YouTube. The second episode, which featured cheer style trends, was released on September 23.

"We have been receiving such a positive response to CheerLiving®. We hope viewers continue to enjoy the magazine and show as we produce new episodes and articles consistent with current trends and news in the cheerleading industry," said Jessica Rzeszut, Chassé marketing manager.

Chassé, a leading cheerleading apparel company, has long been a sponsor of Cheerleading Blog and CheerLiving® magazine. Chassé and Cheer Channel have frequently partnered in various media ventures and continue to work

together. Chassé is a sponsor of Cheer Channel's popular web series, "Secret Diary of an American Cheerleader" and Cheer Channel's web show "Cheer Mashup," is hosted by Maddie Gardner, who is the face of Chassé. Chassé also provides scholarships for Cheer Channel's annual roster of elite, high profile and respected all-star cheerleaders, collectively recognized as the "Superstars of All Stars."

To find out more about CheerLiving® or its show, visit the CheerLiving® website. All episodes can be viewed on CheerLiving®, [Cheer Channel's YouTube channel](#), and Cheerleading Blog, Chassé, and Cheer Channel social media pages.

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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.

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.