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## **CHASSÉ CHEER JOINS INSTAGRAM, GROWS QUICKLY IN FAN BASE**

*The cheerleading apparel company joined Instagram only a few months ago but has already surpassed 2,000 followers.*

San Diego, August 27, 2013 -- This past April, Chassé, a leading cheer apparel company, joined Instagram – its sixth social media platform – and, four months later, has already surpassed 2,000 fans.

Chassé has long been interacting with fans on several social media platforms, including Facebook, Twitter, Pinterest, Tumblr, and Google+. As Chassé's online presence and fan base grew, an Instagram account was the next step. On Instagram, Chassé posts images of products, cheer graphics, and reposts of popular cheerleaders in their Chassé gear, including Maddie Gardner.

“We're amazed to see how quickly we've grown on Instagram. We love seeing how much our fans enjoy our content and products!” said Chassé marketing manager Jessica Rzeszut.

Beyond Instagram, Chassé has been busy with partnerships and new ventures.

“We've been growing a lot, especially in these past few months. We're always looking for new ways to interact with our fans and show our passion for cheer. In these last few months, we've been involved in some truly great projects,” commented Melissa Darcey, Chassé marketing specialist.

In May, Chassé announced its first-ever cheerleading spokesmodels, Maddie Gardner and Elle Smith. Following soon after, Chassé announced its partnership with Cheer Channel's Superstars of All Stars program. As part of the program, Chassé is providing scholarships for the ten selected cheerleaders.

In July, Cheerleading Blog announced the release of a quarterly cheerleading magazine, CheerLiving®, of which Chassé is the premiere sponsor. As a sponsor, Chassé contributes content, cheerleading information, and more. For the first issue of the magazine, Chassé's spokesmodel Maddie Gardner was featured on the cover. For the past five years, Chassé has been a sponsor of Cheerleading Blog.

Chassé can be found on Instagram at [www.instagram.com/chassecheer](https://www.instagram.com/chassecheer). For more information on Chassé or to find their other social media profiles, visit their website.

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***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.*