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## **CHASSÉ HITS SOCIAL MEDIA MILESTONE ON FACEBOOK AND INSTAGRAM**

*The cheerleading apparel company has surpassed 10,000 fans on Facebook and has nearly 5,000 Instagram followers.*

San Diego, December 19, 2013 – Chassé has reached a major social media milestone, having surpassed 10,000 likes on Facebook. The popular cheerleading apparel company has nearly doubled its Facebook likes over the past few months. Similarly, Chassé has nearly 5,000 Instagram followers, having only joined the photo social media platform this past April.

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, but not surprised, to see our constant growth on social media. We are dedicated to promoting the cheerleading lifestyle and providing our fans with exciting and trendy cheer apparel and accessories," said Chassé marketing specialist, Melissa Darcey.

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

"We've been growing a lot, especially this past year. 2013 has been an exciting and great year for Chassé and we look forward to more opportunities in 2014," commented Jessica Rzeszut, Chassé marketing manager.

In May, Chassé signed on its first-ever cheerleading spokesmodels – Maddie Gardner and Elle Smith. 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 premier sponsor, as well as for

CheerLiving™'s YouTube show, which premiered in September (and is produced by Cheer Channel). 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](http://www.instagram.com/chassecheer) and on Facebook at [www.facebook.com/chassecheer.fan](http://www.facebook.com/chassecheer.fan). 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.*