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NEW ISSUE OF CHEERLIVING A SPECIAL BUYER'S GUIDE FOCUSING ON CHEERLEADING FASHION

CheerLiving™, produced by Cheerleading Blog and sponsored by Chassé®, released its third issue with a significant page increase.

San Diego, March 26, 2014 -- The third issue of CheerLiving™ magazine has been released. The spring issue is a special Buyer's Guide featuring a larger page count than previous issues, a month-long giveaway, and more. Available for free subscription and instant download on the CheerLiving website, the main focus of this latest issue is new cheerleading gear, with other topics including tryout tips, fundraising advice, and statistics on cheer trends.

"This is our biggest issue yet and it's a really special edition. Spring is a big season for shopping, as many teams are looking for new uniforms and practice wear for the upcoming year. We think our readers will really appreciate the balance between fashion features and informative articles, like how to properly clean your uniform and how to find the right cheerleading shoes," commented CheerLiving managing editor, Melissa Darcey.

The Buyer's Guide features more than 130 cheerleading products from loved brands like Chassé®, Soffe®, Nike®, Power®, Adidas®, Asics®, and more. Also included in the issue is Chassé OBSESSories 30-Day Giveaway calendar, a bags and bows contest sponsored by Chassé. Each day during the month of April, Chassé is giving away bags and bows on its Facebook page.

"We're excited for readers to see so many of our new products in the issue. This year's line is really special and this issue of CheerLiving really is the best one yet," said Jessica Rzeszut, Chassé marketing manager. "This contest is a fun way for our fans to win some of our brand new items."

The digital issue features several interactive features, including a subscriber account, which allows subscribers to easily access any current or past issue, and shop-friendly icons for the many featured cheer products. Clickable icons will appear next to featured products and advertisements so readers can easily click to shop what they see. Not only is the magazine free to subscribe to, new subscribers gain instant access to the current and past issues. Print copies of the

new issue will accompany select Campus Teamwear spring catalogs and product shipments.

Launched in July 2013, the magazine was created by Cheerleading Blog with popular cheer company Chassé as its premier sponsor. 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 CHASSÉ:

Chassé is a leader and innovator in the world of cheerleading, committed to providing affordable and high-performance apparel and accessories to cheerleaders of all ages.

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.