



FOR IMMEDIATE RELEASE

Contact:
Jessica Rzeszut
E. jrzeszut@omnicheer.com
P. 858.207.9976 ext. 166

Cheerleading Blog's University Releases New Guide for Cheerleaders on Training, Event, and Travel Safety

Cheerleading Blog University, a feature of the Cheerleading Blog supported by cheer expert Omni Cheer, released its 26th free cheerleading guide.

San Diego, CA, February 13, 2013 - The Cheerleading Blog University has released a new cheerleading guide for cheerleaders called [Training, Event, and Travel Safety](#). The University is a recent feature of the Cheerleading Blog, which is partnered with [cheerleading apparel company Omni Cheer](#). The blog is a leader on all things cheer and a go-to source for cheerleaders, their parents, and cheer coaches.

This is the 26th guide published by the University since its inception in 2012 and the first guide new of 2013. Similar to the Cheerleading Blog, topics of the guides range from conditioning and stretching exercises to team building tips. The mission is to share tips and advice for cheerleaders, captains, coaches and cheer parents.

Payment for the guides comes in the form of a Tweet or a Facebook update. "We don't charge for any of the Cheerleading Blog University guides because we want everyone to have access to them. All we ask for in return is a Tweet or Facebook post. That way, it benefits both our readers and the University," explained Kevin Oskow, web director of Omni Cheer.

The Cheerleading Blog University is the first resource of its kind and has the most up-to-date information on cheerleading.

"We have such an incredible readership on Cheerleading Blog. The University allows us to explore topics from the blog in more detail. Based on the current success, we plan on consistently releasing more guides," said Jessica Rzeszut, Cheerleading Blog editor.

The guides have been well received; over 500 downloads were recorded in January 2013 alone, bringing the total number of downloads to over 3,000 since the launch of the library.

"Cheerleading Blog University is continuing to grow and expand, reaching so many different people in the industry, from new cheerleaders and cheer parents to experienced cheerleaders and coaches," commented Melissa Darcey, Cheerleading Blog contributing editor.

The Training, Event, and Travel Safety guide is [available now for download](#) on the Cheerleading Blog University website.

ABOUT CHEERLEADING BLOG

Cheerleading Blog is the official blog for cheerleaders, coaches and parents supported by industry leaders Omni Cheer®, Campus Teamwear®, Chasse®, Fund2Raise® and Glitterbug®

Cosmetics. The University launched in 2012 and provides tips and answers for everything cheer, including tryouts, uniform ordering, fundraising, living a cheer lifestyle and more!

ABOUT OMNI CHEER

For over twenty years, Omni Cheer has supplied cheerleaders with apparel and accessories. The cheer gear retailer guarantees the lowest prices on high-quality items, including uniforms, warm-ups, shoes, pom poms, practice wear, accessories, fundraising items, and body basics. To learn more, please visit the online store.