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

CAMPUS TEAMWEAR RELEASES REDESIGNED CATALOG FOR SPRING

The cheerleading apparel retailer has released its latest catalog with new features and a new look.

San Diego, April 09, 2013 -- Campus Teamwear has released its catalog for the new Spring 2013 collections, but clothing, shoes, and accessories weren't the only thing new; the cheer company also redesigned their catalog giving it a fresh, updated look.

"When we created the new catalog, we wanted to make it more user-friendly. Our customers don't just flip through the catalog; it's an experience for them and we wanted to enhance that," commented Nicole Murphy, Campus Teamwear art director.

Several of the new features include bigger model images, increased catalog size, more pages, and more sustainable paper stock.

"As we continue to offer more products and new brands, our catalog has immensely grown. We have more products than ever before, which increased our catalog page count significantly," said Campus Teamwear marketing manager, Jessica Rzeszut.

One of the newest brands added to the Campus Teamwear selection is Ion Cheer, which offers affordable cheerleading uniforms. New products include dozens of printed cheer shirts, cheerleading uniforms, shoes, accessories, and practice wear.

The increased catalog size and larger model images allow for customers to have a better view of all products. As for the sustainable paper stock, the move is an effort to be more eco-friendly.

"We are always looking for ways to be more socially conscious and using a more sustainable paper stock allows us to be environmentally friendly in our printings," said Kevin Oskow, web director of Campus Teamwear.

The new catalog is now available and can be requested on its website.

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About Campus Teamwear

Low price leader Campus Teamwear has been meeting the needs of the cheerleading industry for over 20 years by offering an extensive selection of in-stock uniforms and apparel, shoes, accessories, performance makeup and more. If you have any questions, please contact us at 1-800-871-0063 or email us at customerservice@cheerleadingonline.com.