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Glitterbug® Cosmetics, a performance makeup company, renews its sponsorship of “Secret Diary of an American Cheerleader”

Glitterbug® returns as the official cheerleading makeup sponsor for season two of Cheer Channel's hit series. The performance makeup leader will provide makeup for the cast to wear during filming, and will also give away prizes for contest winners.

San Diego, CA, October 16, 2012 -- Glitterbug® Cosmetics, a performance makeup company provided and distributed by Campus Cheer, has renewed its sponsorship of the hit Cheer Channel Inc. (CCI) series “Secret Diary of an American Cheerleader”. Glitterbug will partner with CCI for season two of the series to provide the competition and performance makeup for the cheerleading squads featured on the series.

As the official cheerleading cosmetics sponsor, Glitterbug will provide the cast of “Secret Diary” with glitter dust, pre-glittered stick-on stars, adhesive colored rhinestones, eye, skin and lip glue, and application brushes. The makeup company will also participate in CCI contests and give viewers a chance to win the makeup that they see on the show.

"We are thrilled to announce our continued partnership with Cheer Channel and Secret Diary," commented Glitterbug Marketing Manager Jessica Rzeszut. "Season one offered young cheerleaders a unique and highly relatable outlet, and definitely got the cheerleading world talking. We are confident that season two won't disappoint viewers!"

“Secret Diary” is the first original series specifically targeted for the spirit industry, and season one premiered exclusively online, but now has distribution on the #1 Dish Satellite Network, Comcast Cable, Omniverse TV, NBC Broadcast and Digital affiliates, Simplyme Mobile, Roku, Boxee, Mobitv and numerous mobile providers and devices with an audience reach of more than 50 million households.

Season two is already in development, with casting, production and the premiere set for this Fall, at the height of sideline and competition cheerleading season. Season one included six episodes with a running time of 7 minutes – 10 minutes per episode. Season two will be able to build off of the success of season one, and use that success to increase the running time of each episode.