



FOR IMMEDIATE RELEASE

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

CHEERLEADER MADDIE GARDNER SIGNS ON AS SPOKESPERSON FOR CHEERLEADING APPAREL COMPANY CHASSÉ

Leading cheerleading apparel company, Chassé, has secured a multi-year endorsement deal with Maddie Gardner through Proformance Sports Marketing and Entertainment.

San Diego, May 01, 2013 -- Internationally recognized cheerleader Maddie Gardner has signed on as a spokesperson for the [cheerleading apparel company, Chassé](#). Gardner is a former two-time World Champion with Cheer Extreme, host of [Cheer Channel's "Cheer Mashup,"](#) and cheerleader for University of North Carolina at Chapel Hill.

Chassé is a cheerleading apparel company known for its high quality, affordable uniforms, clothing, shoes and accessories. Items are exclusively available through [retailers Omni Cheer](#) and Campus Teamwear. In March, Chassé launched it's spring collection of apparel, shoes, and accessories which included the new Flip III Shoe, dozens of new printed cheer tops, and several new uniform styles.

"We are incredibly pleased to have Maddie represent our company. She is an icon in the industry and represents hard work and dedication," commented Chassé Marketing Manager, Jessica Rzeszut. "More than that though, we believe in Maddie as a role model. We could not be happier about Maddie lending her voice to help us reach cheerleaders and let them know that there is an affordable option for their squad that doesn't require them to sacrifice the quality of their sports gear."

Gardner will wear and promote the [new Chassé spring collection](#) along with other Chassé products at her appearances worldwide, as she visits cheer teams, gyms, camps and competitions throughout the year. Maddie will also feature Chassé products on her web show, "Cheer Mashup."

Gardner has a history with Chassé, sporting the trendy accessories and practice wear provided by Chassé with Cheer Channel's Superstars of All Stars™ on "Secret Diary of an American Cheerleader Season 1" in 2012.

"I loved my [Chassé gear](#) from 'Secret Diary' last year so I was excited when they offered to make me the face of their brand," commented Gardner. "It's so easy to represent a product to the spirit industry when I truly believe in the quality and the people behind the brand."

The endorsement deal, which takes effect May 1, 2013, was secured through the management company Proformance Sports Marketing and Entertainment.

"Cheer Channel has had tremendous success with Chassé as a part of the 'Secret Diary' shows. They have been a great sponsor, and the entire cast, All-Stars, and fans love the products that Chassé provides. We at Proformance could not think of a better match between one of the most respected and well-known cheerleaders, and one of the top quality brands in the industry," said Cindy Villarreal, CEO of Proformance and Sports Manager to Gardner.

###

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.

ABOUT PSME:

Proformance Sports Marketing and Entertainment (PSME) is a full-service marketing agency specializing in the areas of promotion, sponsorship, endorsements, developments, entertainment, and event planning. Founded in the United Kingdom in 1997 by NFL Entertainment Director, Cindy Villarreal, the firm opened its doors in the United States in 2012. Proformance specializes in creating some of the most exciting and media friendly properties in the country by connecting pro athlete star power to corporate America. It is our mission to provide innovative marketing services designed to enhance media experiences that inspire, create loyalty, and are growth driven.