



**FOR IMMEDIATE RELEASE**

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**CHEERLEADING BLOG ANNOUNCES LAUNCH OF CHEERLIVING®  
MAGAZINE**

*Cheerleading Blog, an online leader in cheerleading resources and news, released the debut issue of its latest venture, a free print magazine.*

San Diego, July 12, 2013 -- Cheerleading Blog announced today the launch of CheerLiving®, a quarterly magazine for everyone and anyone involved in today's world of cheerleading. The collector's edition first issue will be released this month and feature world-renowned cheerleader Maddie Gardner on the cover.

It will be available for free as a digital subscription, with print editions being distributed to gyms and schools around the country through the magazine's partnership with Chassé. Individual subscriptions for print issues are not available at this time.

The release of CheerLiving® coincides with the five-year anniversary of Cheerleading Blog, which has grown to become a leading online destination for cheerleaders, coaches, and parents, and a featured content provider for Cheer Channel, Inc. and Cheer News Network.

CheerLiving® is the latest venture for the Blog, which launched a University in 2011, and was created to be a new way for cheerleaders, coaches, parents and choreographers to find the most relevant and up-to-date information about cheerleading. Now, all the best features of the Blog, including expert and reader tips, are available to read even without access to the Internet.

"We are constantly pushing ourselves and finding new ways to grow. First it was our University publishing free eBooks and now we're exploring new territory – print. We have so much incredible and relevant content, tips, advice, and stories that we want to share with everyone in the cheerleading industry," said Cheerleading Blog editor, Melissa Darcey.

Chassé®, a leading cheerleading apparel company, is the premier sponsor of the magazine. Other sponsors include Omni Cheer®, Campus Teamwear®, Glitterbug® Cosmetics, Fun"d"2Raise® and Warmups.com.

The first issue contains information and stories on cheer camp, spirit building activities, preparation for football games, and tips on balancing a busy cheer life. In addition to being featured on the first cover of CheerLiving®, Maddie Gardner, who recently signed a multi-year contract with Chassé®, also contributed an article for the issue.

“We are so happy to see our spokesmodel, Maddie Gardner, on the cover of CheerLiving®. She is one of the biggest cheerleaders today and so many cheerleaders look up to her for advice and guidance, with good reason. Maddie has had an uncanny ability throughout her entire career to keep her cheerleading dreams alive while excelling as a student and member of her community, ” commented Jessica Rzeszut, Chassé® marketing manager.

For more information on CheerLiving® or to subscribe to receive future digital issues, visit <http://www.cheerlivingmag.com> or follow @CheerLivingMag on Twitter.

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**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.*

**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.*