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CHEERLEADING APPAREL RETAILER OMNI CHEER TO RELEASE ITS FALL 2013 CATALOG

As an exclusive distributor, Cheerleading Blog's new magazine CheerLiving® will be included for free in select Omni Cheer fall catalogs and orders.

San Diego, July 18, 2013 -- In preparation of the coming new cheer season, Omni Cheer is preparing to release its fall catalog. Each season, Omni Cheer, a leading retailer of cheerleading apparel, accessories, and shoes, produces a catalog and is mailed to customers across the country.

The catalog will include the latest items from major brands, including Chassé, Nike, and Kaepa. This past spring, Chassé released a new collection of uniforms, practice wear, accessories, and shoes, including the highly anticipated Chassé Core cheer shoe, which is now available for purchase exclusively at Omni Cheer.

"Our fans and customers are always so excited to receive our latest catalog! Summer is a busy season for cheerleaders partly because they're planning for the fall season. It's important to shop months in advance to allow time for any customization and to get your favorite items before they sell out," said Jessica Rzeszut, Omni Cheer marketing manager.

The fall catalog will also include something new – the premiere issue of CheerLiving® magazine, which features an article by the cover girl and Chassé spokesmodel, Maddie Gardner. Created by Cheerleading Blog and sponsored by Chassé, Omni Cheer will be an exclusive distributor of the new magazine. Select mailings and orders will receive the first issue of CheerLiving® free of charge.

"We have long worked with Omni Cheer so we knew we wanted to pair up with the company for an exclusive distribution of our new magazine, CheerLiving®. While everyone can receive a digital issue, we're excited for some Omni Cheer customers to receive a print version," said Cheerleading Blog editor, Melissa Darcey.

While not all catalogs or orders will include a copy, fans can visit the CheerLiving® website and subscribe to the digital version for free.

Omni Cheer has been a leading cheer gear supplier for over twenty years. To request a free catalog or to view the web catalog, visit Omni Cheer's website or call Customer Service at 1-800-299-7822.

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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.

ABOUT CHEERLIVING®:

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.