



FOR IMMEDIATE RELEASE

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**CHEERLEADING APPAREL RETAILER OMNI CHEER CELEBRATES
REACHING 25K FACEBOOK FANS WITH 25¢ SHIPPING SPECIAL FOR 25
HOURS**

In celebration of its social media milestone, Omni Cheer is running a 25¢ shipping special for all online orders for 25 hours only.

San Diego, July 25, 2013 -- For 25 hours only, [Omni Cheer](#) is offering 25¢ shipping for online orders for its email recipients. This morning, Omni Cheer sent an email to subscribers and by clicking through the email customers only pay 25¢ for ground shipping on their online orders, no matter how small or large the order, as long as they are made within the time frame. No promo codes are required; customers only need to select ground shipping during checkout. The special runs from 1pm PST on Thursday, July 25 to 2pm PST on Friday, July 26.

The "25 for 25" special is in celebration of Omni Cheer's recent social media milestone. The leading cheerleading apparel company recently reached 25,000 fans on Facebook. [On its Facebook page](#), Omni Cheer hosts contests, gives fans an inside look at new merchandise, shares cheerleading news stories, and more. Over the years, Omni Cheer's Facebook page has grown as a social hub for cheerleaders, coaches, and cheer parents.

"This 25¢ shipping special is our way of thanking our amazing fans and customers. We love interacting with them on Facebook and it's incredible how quickly our page continues to grow," commented Melissa Darcey, Omni Cheer marketing specialist.

For customers who miss out on the 25¢ shipping special, Omni Cheer now offers a Cheer Saver shipping option, which provides free shipping on online orders of \$75 or more.

Omni Cheer provides special deals and exclusive offers for its email subscribers, often notifying them early of new products or any new specials, including the 25¢ shipping special.

"We encourage all of our customers and fans to sign up for our emails. We often only share news about deals and special offers to our email subscribers. By

signing up for emails, customers never miss out on new products or limited time offers,” said Omni Cheer marketing manager Jessica Rzeszut.

To sign up for emails, visit Omni Cheer’s homepage at <http://www.omnicheer.com>.

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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.