



**FOR IMMEDIATE RELEASE**

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## **CHEERLEADING BLOG HOSTING A CONTEST ON FACEBOOK**

*Through its Facebook page, Cheerleading Blog is hosting a contest giving entrants a chance to win one of two Chassé Weekender backpacks.*

San Diego, August 6, 2013 -- After having launched its latest venture, CheerLiving® magazine, this past July, Cheerleading Blog is further celebrating its inaugural issue with a photo contest on its Facebook page.

The contest asks entrants to submit an entry form along with an image of them with their print or digital copy of CheerLiving® magazine. Anyone can instantly download the digital copy of CheerLiving® for free [by subscribing on its website](#). The contest runs until Saturday, August 18, 2013. At the end, two winners will be announced and each will receive a Chassé Weekender backpack in their choice of color.

"We've been receiving such great responses from our fans about CheerLiving® that we wanted to offer them a chance to win a great cheer accessory. We love interacting with our fans and this is just another way we get to," said Cheerleading Blog editor, Melissa Darcey.

The Chassé Weekender backpack is a newer item from Chassé's spring 2013 collection. It is one of the most popular Chassé bags and is available for purchase at cheerleading apparel retailers Omni Cheer and Campus Teamwear.

The bag, which retails for \$25.95, has several pockets, as well as a shoe pocket, to keep everything organized. The Weekender, available in 7 different colors, has proved popular among top All Star cheerleaders, including Taylor Minchew, Whitney Sharpe, and Jennifer Burke.

"Our Weekender bag is great for cheerleaders of all levels, whether they're in middle school or on a competitive All Star squad. We're happy to partner with Cheerleading Blog and offer cheerleading fans a chance to win one," commented Jessica Rzeszut, Chassé marketing manager.

To find out more information or to enter the contest, [visit Cheerleading Blog's website](#) or [Cheerleading Blog's Facebook](#). Entrants are only allowed to enter once and all entries must be received by Saturday, August 18, 2013. Two winners will be announced the following week.

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**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 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 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.*