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CHASSE SPONSORS WORLD PREMIERE OF NEW CHEERLEADING VLOG

CheerLiving Magazine has released the first episode of their video blog, produced by Cheer Channel, Inc.

San Diego, September 16, 2013 -- [CheerLiving® magazine](#) announced today the world premiere of their new video blog. The cheer-focused vlog will feature fashion reviews, tips, contests, and other cheer topics in the episodes. All episodes are hosted by the editors of CheerLiving® magazine, sponsored by [Chassé](#), and produced by [Cheer Channel Inc.](#)

“We are so excited as we launch our latest venture. Whether it’s a magazine, blog articles, or videos, we strive to share the best information about cheer, from fashion tips to conflict resolution. Cheerleaders are so dedicated to their sport and, in turn, we are dedicated to providing them the best resources for all their questions,” said CheerLiving managing editor, Melissa Darcey.

CheerLiving® magazine was created by [Cheerleading Blog](#), a leading resource in the cheer industry. The first issue of the quarterly magazine was released in July 2013. Readers can subscribe to [receive the digital version for free](#) by visiting the CheerLiving® website. The popular cheerleading apparel company, Chassé, is a premier sponsor of the blog, magazine, and now the vlog, with production being helmed by Cheer Channel.

“At Chassé, we believe cheer is more than just a sport; it’s a lifestyle. Cheer Channel shares our passion for creating innovative features and original programming that educates and entertains as a way to share as much about the cheer industry as we can,” commented Jessica Rzeszut, Chassé marketing manager.

This isn’t the first time Cheer Channel and Chassé have partnered. Chassé was a sponsor for both seasons of Cheer Channel’s popular web series, “Secret Diary of an American Cheerleader.” Maddie Gardner, the host of Cheer Channel’s web show, “Cheer Mashup,” is also the face of Chassé. Chassé also provides scholarships for Cheer Channel’s annual roster of elite, high profile and

respected all-star cheerleaders, collectively recognized as the “ Superstars of All Stars.”

Lance H. Robbins, president of Cheer Channel, and co-executive producer of the CheerLiving vlog, stated, “Cheer Channel and Chassé have been working with each other for years, whether it’s sponsoring cheer shows or collaborating on cheer content. CheerLiving® magazine’s vlog is another great way to entertain and reach our audiences with a cross-promotion on both digital and traditional print platforms”.

Robbins is a television industry veteran and has been involved with more than 200 television movies and series, including the popular kids brands, “Mighty Morphin Power Rangers” and “Ninja Turtles” and the hit teen series, “Sweet Valley High”.

To find out more about CheerLiving® or the vlog, visit the CheerLiving® website. All vlog episodes can be viewed on CheerLiving® and Cheer Channel social media pages.

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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.

About Cheer Channel Inc.:

CCI, a privately held corporation with offices in Texas and California, serves as the premier entertainment and news network for the millions of athletes and fans of the spirit industry. An interactive, multi-digital online and broadcast destination, CCI provides the latest emerging media technology engaging tweens and teens across the most popular social media platforms.