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## **CHEER VLOG CHEERLIVING® ONLINE RELEASES ITS SECOND VLOG EPISODE**

*CheerLiving®*, a cheerleading magazine launched by *Cheerleading Blog*, launched a video blog, sponsored by Chassé and produced by *Cheer Channel, Inc.*

San Diego, September 24, 2013 -- *CheerLiving®* magazine released the second episode of its vlog, *CheerLiving® Online*. This second episode focuses on cheerleading fashion and style trends with a look at the Chassé practice wear the Superstars of All Stars cheerleaders are wearing.

All episodes the vlog are sponsored by Chassé Cheer, produced by Cheer Channel Inc. and hosted by *CheerLiving®* magazine editors. *CheerLiving® Online* will be releasing a new episode every other week on Mondays.

*CheerLiving®* magazine was created by Cheerleading Blog and launched in July with its first issue, featuring Chassé athlete Maddie Gardner on the cover. The magazine is released quarterly and a digital version is available to download and subscribe to for free.

"We are always looking for ways to set the standard in the cheerleading industry, whether it's publishing free eBooks, creating a magazine, or launching a video blog. Our goal is to be a community where cheerleaders, coaches, and parents can find the answers to their questions and, in general, celebrate the cheerleading spirit," said Melissa Darcey, *Cheerleading Blog* editor.

The first episode of *CheerLiving® Online* was released on September 16 and within the first week surpassed 11,000 views on YouTube.

"We are so happy to see such a positive response to the first episode of *CheerLiving® Online*. We hope viewers continue to enjoy the vlog as we produce new episodes consistent with current trends and news in the cheerleading industry," said Jessica Rzeszut, Chassé marketing manager.

Chassé, a leading cheerleading apparel company, has long been a sponsor of *Cheerleading Blog* and *CheerLiving®* magazine. Chassé and *Cheer Channel*

have frequently partnered in various media ventures and continue to work together. Chassé is a sponsor of Cheer Channel's popular web series, "Secret Diary of an American Cheerleader" and Cheer Channel's web show "Cheer Mashup," is hosted by Maddie Gardner, who is 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."

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.*