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Contact:
Jessica Rzeszut
E. jrzeszut@omnicheer.com
P. 858.207.9976 ext. 166

CHEERLEADING BLOG UNIVERSITY RELEASES ITS LATEST EBOOK WITH A NEW LOOK

Cheerleading Blog's University, supported in part by cheer apparel retailer Omni Cheer, released its latest free cheerleading guide on cheers and chants. The eBook features an entirely new look.

San Diego, October 7, 2013 -- Cheerleading Blog University has redesigned its cheerleading guides, presenting the new design in the latest cheer guide just released, "The Cheerleading Guide to Cheers and Chants." The University and blog is supported in part by cheerleading apparel retailer, Omni Cheer.

After having published 35 guides, Cheerleading Blog created a new look for the University eBooks. The Cheers and Chants guide is the first to be released with the new layout.

"We always strive to keep things fresh and up-to-date. After several years of successful eBooks, we wanted to give the guides a makeover. We are very pleased with the new look and think readers will respond well to it," said Jessica Rzeszut, Omni Cheer marketing manager.

This guide includes advice for creating cheers, as well as teaching and learning. It also includes tips on when to (and when not to) perform chants at games. The guide is ideal for both new and experienced cheerleaders and coaches.

"While cheering is a main component of cheerleading, many don't realize that there's a fine art to creating the right cheer and knowing when to use it. This eBook is a great handbook for the sports game seasons," said Cheerleading Blog University editor, Melissa Darcey.

The guide is now available for download on the Cheerleading Blog University website. The guide, as well as all others, is free to download, save, and print. The only payment required comes in the form of a Tweet or a Facebook post, allowing everyone access to the eBooks.

In partnership with Omni Cheer, Cheerleading Blog has provided cheer news, tips, tutorials, and advice for cheerleaders, cheer parents, and coaches for years,

having recently celebrated its fifth anniversary. Omni Cheer is also a sponsor of [Cheerleading Blog's](#) magazine, [CheerLiving®](#), which launched in July, as well as [CheerLiving®](#)'s video blog, which premiered in September.

To download any of the eBooks or to find out more information, visit [Cheerleading Blog](#).

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ABOUT CHEERLEADING BLOG UNIVERSITY:

The University launched in 2012 and provides tips and answers for everything cheer, including tryouts, uniform ordering, fundraising, living a cheer lifestyle and more!

ABOUT CHEERLEADING BLOG:

Cheerleading Blog is the official blog supported by industry leaders [Omni Cheer®](#), [Campus Teamwear®](#), [Chasse®](#), [Fund2Raise®](#) and [Glitterbug®](#) Cosmetics.

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](#).