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## **CHASSÉ HELPS FIRST EPISODE OF CHEERLIVING® SHOW REACH VIEWING MILESTONE**

*CheerLiving® magazine's show is produced by Cheer Channel Inc. and sponsored by Chassé.*

San Diego, October 14, 2013 -- The premier episode of CheerLiving® magazine's show hit a milestone - surpassing 23,000 views on YouTube. The show launched on September 16, 2013 and has since released two more episodes. The cheer-focused show features fashion reviews, tips, contests, and other cheer topics in each episode. A new episode will be released twice a month on Mondays. All episodes are hosted by the editors of CheerLiving® magazine, sponsored by Chassé, and produced by Cheer Channel Inc.

"We're so happy to see our fans responding well to the show. Video is a completely new way for us to reach our fans and we're excited to continue to produce a full season of episodes over the next several months," commented CheerLiving® editor, Melissa Darcey.

While the first episode acted as an introduction and sneak peek into what to expect in future episodes, the second episode was all about cheer fashions, and the third episode was on cheerleading shoes and keeping them clean.

With the help of Chassé's team of athletes, including Maddie Gardner and Elle Smith, and other top cheerleaders like Jennifer Burke and Taylor Minchew, the CheerLiving® show has found a growing fan base and jump in views.

"With the help of spokesmodels and other top cheerleaders we work and interact with, we're happy that we have been able to help spread the word about CheerLiving®'s show. We believe cheerleading is a lifestyle and CheerLiving® is a great example of that," commented Jessica Rzeszut, Chassé marketing manager.

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 and the second issue was released in early October. 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.

To find out more about CheerLiving® or the vlog, visit the CheerLiving® website. All vlog episodes can be viewed on Cheer Channel's YouTube page, as well as CheerLiving®, Chassé, 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.*