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FOURTH EPISODE OF CHEERLIVING® SHOW RELEASED, FOCUSES ON FUNDRAISING

CheerLiving® Show was created by CheerLiving® magazine, sponsored by Chassé Cheer, and produced by Cheer Channel Inc.

San Diego, October 21, 2013 -- CheerLiving® released the fourth episode of its online show today [on Cheer Channel Inc.'s YouTube page](#). This latest episode focuses on fundraising tips, including fun ways to use Fun“d”2 Raise scratch-off cards. A feature [on Fun“d”2 Raise](#), as well as a fundraising article, was included in the second issue of CheerLiving® magazine, which was released on October 1.

“We’re excited for our fans to see our newest episode. Fundraising is an integral part of cheerleading programs and many teams fundraise year round. We wanted to provide some tips on ways to make fundraising more exciting and more effective,” said Melissa Darcey, one of the hosts of the show and editor of CheerLiving® magazine.

All episodes of CheerLiving®’s show are sponsored by Chassé Cheer, a cheerleading apparel company that is also a sponsor of CheerLiving® magazine and [Cheerleading Blog](#). Each episode is produced by Cheer Channel and released on the company’s YouTube page. A new episode is released every other Monday and is hosted by CheerLiving® magazine editors.

“We love working with Chassé and Cheer Channel. Both companies are leaders in the industry and share our goal of providing the best and latest information about the cheerleading industry. By partnering with them, we can reach a much larger audience, which is amazing,” commented Jessica Rzeszut, CheerLiving® host and magazine editor.

CheerLiving® magazine was launched by Cheerleading Blog in July 2013. The quarterly magazine is available [for free digital subscriptions on its website](#). In September, the first episode of its show was released and already has almost 25,000 views. The third episode, which focused on Chassé cheer shoes, has proven incredibly popular, having reached over 25,000 views in only two weeks.

To find out more about CheerLiving® or its show, visit the CheerLiving® website. All episodes can be viewed on CheerLiving®, Cheer Channel's YouTube channel, and Cheerleading Blog, 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.