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

**CHEERLEADING BLOG UNIVERSITY, SPONSORED BY OMNI CHEER,  
RELEASES EBOOK ON SPIRIT ESSENTIALS**

*The newest eBook from Cheerleading Blog University, which is supported in part by cheer company Omni Cheer, focuses on the essentials of the cheerleading spirit.*

San Diego, November 6, 2013 -- Cheerleading Blog University released its 37<sup>th</sup> eBook called The Cheerleading Guide to Spirit Essentials. The University, created by Cheerleading Blog and supported in part by Omni Cheer, has released 36 eBooks since its inception in 2011.

Focusing on the essentials of spirit, topics range from the basics of what the cheerleading spirit encompasses, how to add spirit to fundraisers to increase earnings, tips for building a creative and fun Homecoming or parade float, and team building activities.

“Cheerleading is all about spirit! Cheerleaders’ number one goal is to encourage an upbeat energy and positivity. Cheerleaders don’t just show spirit on the sidelines at games; they incorporate it into everything they do,” said Cheerleading Blog editor, Melissa Darcey.

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 YouTube show, which premiered in September.

“We love working with Cheerleading Blog as we both share a common goal: to provide cheerleaders with the best and latest news, information, and tips. We want to support cheerleaders everywhere, as they support their communities,” commented Jessica Rzeszut, Omni Cheer marketing manager.

The guide is now available for download on the Cheerleading Blog University website. The guide is free to download, save, and print. The only required payment is a Tweet or Facebook post for promotion purposes. With a fresh layout, it works well as both a printout guide and an interactive digital PDF.

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.*