



FOR IMMEDIATE RELEASE

---

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

## **Newest Episode of CheerLiving™ Show Proves Negative Cheerleading Stereotypes Wrong**

*CheerLiving™ magazine's web series is sponsored by Chassé and produced by Cheer Channel Inc.*

San Diego, CA January 27, 2014 -- CheerLiving™ released the eighth episode [of its online show](#) via Cheer Channel Inc.'s YouTube page. For its first episode of the new year, the show focused on several popular, but negative, cheerleading myths and why they're wrong.

This isn't the first time cheerleading myths have been tackled. Cheerleading Blog released a series of articles that proved several myths wrong. The blog's University has also released two eBooks on busting cheerleading myths.

"Cheerleading myths and stereotypes are popular topics and ones we're passionate about at CheerLiving™. Whether it's on our blog, in our magazine, in an eBook, or on our show, we will continue to show how many negative myths about cheerleading are inaccurate," said Melissa Darcey, CheerLiving™ magazine editor.

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 Inc. and released on the company's YouTube page. A new episode is released every other Monday and is hosted by CheerLiving™ magazine editors.

"This show is a great project for us to be involved with. We share CheerLiving™'s goal of sharing the latest cheerleading news and providing the most up-to-date resources," said Jessica Rzeszut, Chassé marketing manager.

CheerLiving™ magazine was launched by Cheerleading Blog in July 2013. The quarterly magazine is available for free digital subscriptions on its website. The CheerLiving™ show has proven popular, with several episodes reaching nearly 50,000 views.

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.

###

**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.*