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CHASSÉ LAUNCHES YOUTH LEADERS FUND, OFFERS \$1 MILLION IN GRANTS

Cheerleading apparel company Chassé furthers its Cheer For The Cause® initiative with new grant program for youth cheerleading organizations.

San Diego, January 22, 2014 -- [Cheerleading apparel company Chassé®](#) announced today the launch of a new grant program called the Youth Leaders Fund, available to youth cheerleading organizations. The grant program makes a fund of \$1 million available throughout the 2014 calendar year to eligible organizations.

Applications are now being accepted online at <http://www.chassecheer.com/grant> or via fax, mail or email. Any youth organization that meets the eligibility requirements detailed on the application form may apply to receive a grant. Organizations eligible for the grant include church and recreational groups, school squads, and community football and cheerleading leagues. Funds will be available through the year until the total amount has been awarded.

The Youth Leaders Fund is part of the company's Cheer For The Cause® initiative, which allows the company to find ways to support, and give back to, the cheerleading community.

"Cheerleading offers a priceless opportunity for our youth to grow both mentally and physically, but it can be expensive. We receive many requests each year asking us to help support teams and organizations, and this is our answer. We've established this fund of \$1 million to help youth cheer organizations cover the costs of their uniforms, apparel, accessories and shoes, and to help eliminate financial roadblocks that make cheerleading inaccessible to some families," commented Brita Bolane, Vice President of Chassé.

Grant recipients will be able to apply the received award funds to the purchase of in-stock Chassé products (including uniforms, shoes, practice wear, warm-ups, bags, and accessories), which are all available at select cheerleading retailers.

Chassé has frequently been involved in the community over the past few years, having donated items to numerous charitable causes and local cheer events. For

more information on Chassé and the Youth Leaders Fund, visit the company website.

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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 THE YOUTH LEADERS FUND:

The Youth Leaders Fund is a program developed and launched in 2014 by cheerleading company Chassé®. The program provides \$1 million worth of grants available per calendar year to eligible youth cheerleading organizations in good standing.