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CHASSÉ LAUNCHES UPDATED CHEER LIFESTYLE WEBSITE

Cheerleading apparel company Chassé redesigns its website with a new layout and other features.

San Diego, March 11, 2014 -- Cheerleading apparel company Chassé® launched their updated website to promote an active cheer lifestyle with the latest athletic gear.

“Considerable thought has gone into redesigning our website with the integration of fashion-focused, informative features. An important aspect of the cheerleading industry is that they are a community, and the newest features of our website reflect a community-driven design,” Brita Bolane, Vice President of Chassé said, adding that the sharing, testimonial, and Sublimation Designer features are the first of many initiatives.

The sharing feature allows shoppers to easily add their favorite styles and accessories to their preferred social media site so that their network can review and provide feedback. Shoppers can keep track of their own favorite cheer gear this way, and find out which items coaches, teammates and fans think are right for the season.

The testimonials feature gives real cheerleaders, at the high school and all-star levels, a chance to recommend their favorite products. Shoppers can get recommendations from the people they can trust the most when it comes to cheerleading apparel: other cheerleaders! These testimonials will provide shoppers with additional information and feedback on products from real users, and are displayed right on the website’s homepage for easy reference.

The online Sublimation Designer walks shoppers through the four-step process of creating a unique, sublimated uniform design. This feature allows shoppers to see their exact design, complete with custom logos, before purchasing.

“We’re very excited to be expanding our line of uniforms this year to include more customization options like sublimation. The new design tool will help take the guess work out of cheer uniform design, and the approval process will help give

customers peace-of-mind when placing their order,” commented Chassé Marketing Manager Jessica Rzeszut.

The new Chassé website also includes several features that will help shoppers collect information about the cheerleading industry. Website visitors can connect with news on the press and media page, learn about available grants on the Youth Leaders Fund page, and find links to many interactive social media networks.

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ABOUT CHASSÉ:

Chassé is a leader and innovator in the world of cheerleading, committed to providing affordable and high-performance apparel and accessories to cheerleaders of all ages.