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**CHEERLEADING APPAREL COMPANY CHASSÉ RENEWS PARTNERSHIP
WITH CHEER CHANNEL'S SUPERSTARS OF ALL-STARS PROGRAM**

The exclusive group of the 2014 Superstars of All-Stars program members will be awarded scholarship money provided by Chassé.

San Diego, July 31, 2014 -- Chassé is continuing its partnership with Cheer Channel to help enhance the widely popular "Superstars of All-Stars" program, and provide hard working athletes with additional opportunities for their education, including nationwide recognition and scholarship awards. Members that have been chosen to represent this year's program will now receive funding for their continued education and recreational activities, provided by Chassé.

For several years now, Cheer Channel Inc. has handpicked its Superstars of All-Stars based on their commitment to meeting high standards both as an athlete and a person. The cheerleaders that are chosen represent the cream of the crop in the spirit industry, and serve as role models for aspiring and current cheerleaders all over the world. To be chosen as a Superstar, athletes must demonstrate talent, commitment, skill, leadership, fan support, and have the respect of teammates and coaches.

"It is with great pride that we select these young athletes who best represent the All-Star cheerleading industry as role models and athletes, and emphasize the meaning of 'spirit' in our industry," said Cindy Villarreal, Cheer Channel CEO.

2014 marks the third year for the Superstars of the All-Stars program. The 2014 Superstars were announced in June and include: Amber Pellegrini, Aubrey Vandermolen, Baylee Kinsey, Carley Browning, Catherine Ralston, Cayce Whitlock, Dee Temples, Hope Bravo, Jennifer Burke, Maison Baker, Taylor Faulk, and Tori Brungart.

"We are incredibly pleased with the athletes that Cheer Channel has chosen to represent cheerleading as Superstars this year. They are all future leaders in the industry, and continue to impress us with their showcase of hardwork and dedication to being a great cheerleader and team member," commented Chassé marketing manager, Jessica Rzeszut. "These Superstars are talented, but they

become role model when they use their talent and popularity to speak about important issues within and outside of the industry.”

This partnership marks a growing presence for Chassé in cheerleading world; Chassé also provided the cheer practice wear and accessories for every season of Cheer Channel’s web series, “Secret Diary of an American Cheerleader.”

“We constantly strive to be a leader and innovator in the cheer industry. Cheerleading is more than a sport; it’s a lifestyle and these Superstars represent that passion,” said Kelly Smith, Chassé marketing assistant.

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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 CHEER CHANNEL:

Cheer Channel, Inc. is a 24-hour online television network dedicated to the athletes and fans of the spirit industry. A premier destination for live and taped videos on industry news, competitions, events, and more, Cheer Channel also produces original scripted and unscripted web series.