

Cheer Channel Launches Newsmagazine Webseries "CheerLiving"

Written by Australian Business

AUSTIN, TX, September 25, 2013 **/24-7PressRelease/** -- Cheer Channel Inc. (CCI), the #1 online news and entertainment network for the spirit industry, announced that it has added a new show to its rapidly growing fall line-up of original programming. Cheer Living, a newsmagazine style vlog written and hosted by "Cheer Living Magazine" Editors, Jessica Rzeszut and Melissa Darcey, debuted the first webisode on September 16, 2013 on the Cheer Channel Network YouTube channel: (Click to Watch: http://www.youtube.com/watch?v=mPqg_sY9yXA). Cheer Living will air two new episodes per month, every other Monday through the 2013-2014 cheer season.

Cheer Living provides an interactive way for the cheer community to get answers to questions, find inspiring stories, and win fun prizes. The first episode of Cheer Living drew more than 10,000 views in the first 48 hours. The second episode is scheduled to air on Monday September 23, 2013. Lance H. Robbins, President of CCI and co-producer of the Cheer Living vlog, stated, "Cheer Channel and Chasse have been working together for years, whether it is sponsoring shows or collaborating on cheer content. CheerLiving magazine's vlog is another great way to entertain and reach our audiences with a cross-promotion on both digital and traditional print platforms."

CheerLiving magazine was created by Cheerleading Blog, a leading resource in the cheer industry. The first issue of the quarterly magazine was released in July 2013. Readers can subscribe to the digital version for free by visiting the CheerLiving website. The popular cheerleading apparel company, Chasse, is a premier sponsor of the blog, magazine, and now the vlog, with production helmed by Cheer Channel.

"We are so excited as we launch our latest venture. Whether it's a magazine, blog, or videos, we strive to share the best information about cheer, from fashion to tips to conflict resolution. Cheerleaders are so dedicated to their sport and, in turn, we are dedicated to providing them the best resources for all their questions," said CheerLiving managing editor, Melissa Darcey.

Chasse has sponsored Cheer Channel programs in the past including Secret Diary of an American Cheerleader seasons 1 and 2, Cheer Channel's Superstars of All Stars scholarship program, and Cheer Mashup host, Maddie Gardner. "At Chasse, we believe cheer is more than just a sport; it's a lifestyle. Cheer Channel shares our passion for creating innovative features and original programming that educates and entertains as a way to share as much about the cheer industry as we can," commented Jessica Rzeszut, Chasse marketing manager."

ABOUT CHEERLIVING MAGAZINE

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CheerLiving Magazine, a division of Cheerleading Blog and sponsored by cheerleading company Chasse, is a source of cheerleading news, tips, and advice for cheerleaders, coaches, parents, industry leaders, and the cheerleading community.

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. CCI offers access to cheer and dance news, fashion, health and beauty trends, reality programming, celebrity cheerleader profiles, live and taped cheer competitions and branded entertainment for its original webseries and lifestyle content. For more information on Cheer Channel, contact Media@cheerchannel.com or go to <http://www.cheerchannel.com>