

MEDIA RELEASE

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Cheerleaders ditch stereotype for entrepreneur status

A FAR cry from the 'air-head' stereotype, two young business-minded cheerleaders are putting their heads together to create *Australian Cheerleader Magazine*.

The pair's passion for 'American-style' cheerleading combined with their skills in journalism and PR has given them a successful start in their new business.

Letty Fox of Melbourne and Rianna Coughlan of Townsville have been developing their business idea for two years.

Miss Fox was producing a cheerleading community newsletter when Miss Coughlan originally called her with a proposal.

"Rianna called me out of the blue, I hadn't even met her," Miss Fox said.

"She said, 'I like your newsletter, let's start a magazine'.

"We both had the same dream before we met, and we've been best-friends ever since."

The pair has received a fantastic response from advertisers and the Australian cheerleading community since they opened for business on Tuesday.

"We're looking forward to bringing everyone together in one resource and showing the Australian public how great our sport is," Miss Coughlan said.

Their first issue will be released at a major competition at the end of June.

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