

Canberra Weekly

thursday 23 may 2013

MAGAZINE

FREE

HOME
dressed for
winter

FASHION
seeing
red

CHEER CHICK CHARLIE

leanne cheers
for children

**POLITICAL
CAPITAL**
coins in the
ashtray

REAL ESTATE
feels like
home

WIN

Childplay Toys prize packs
2 x \$100 ChocLush VIP tickets
\$199 St Albans mohair throw
Vintage Electric film passes
Baby Paw Paw packs
Cheer Chick Charlie pack

7-DAY PRIMETIME
TV GUIDE INSIDE





Canberra author Leanne Shea Langdown has created the *Cheer Chick Charlie* book series and merchandise. Photo by Stephen Corey. Shot on location at Hot Shots Photography, Fyshwick.

LOCAL AUTHOR *brings cheer to children*

Everybody needs a cheerleader in their life – somebody to encourage them forward, motivate and energise them – and for local author Leanne Shea Langdown, that 'person' is Charlie.

The lead character in the *Cheer Chick Charlie* book series, Charlie is a 10-year-old girl who wants to be a cheerleader but, according to Leanne, the books go beyond this simple idea.

'Charlie is a girl with a really kind spirit, she is very encouraging and it is about her journey to follow her dreams while at the same time encouraging others to achieve their dreams along the way,' she said. 'Every book has a message and that message, I hope, follows the children after they've closed the cover.'

The inspiration for the books came about during a trip to the United States in 2007 when Leanne's daughter was given the opportunity to spend some time with an elementary school cheerleading squad, the Bath Lions.

Touched by the team's kind and welcoming spirit, and her daughter's enthusiasm to be a cheerleader upon returning to Australia, Leanne started a school-based cheer team at Good Shepherd Primary School in Canberra.

'Parents and teachers were coming to me saying "since so and so has started cheerleading it's changed their entire lives" because of the values we ran through it and the confidence it gave them,' Leanne said. This inspired her to create the *Cheer Chick Charlie* series.

Prior to writing these books, Leanne said writing was something she enjoyed but never believed she could do 'until I had children myself and I started to understand the challenges that some children have when it comes to their confidence and resilience'.

'I would formulate stories in my mind to help the kids through that and then I had the confidence in myself to transfer that to the written word,' she said.

To begin with, Leanne started

the Deep Fried Fruit blog, challenging herself to write every single day for a year 'because I felt that I needed to be able to write on cue if I really wanted to be a writer'.

She did that successfully – and the blog is still going today with daily posts – but within that experience she started writing children's books.

'I have plenty, many of them are unpublished, but the *Cheer Chick Charlie* books were born out of something else. Once I started writing them, I couldn't stop – it was just flowing from me,' Leanne said.

The books are written not only to entertain but to help with confidence, resilience, health and fitness with messages including 'what may not seem possible today could be possible tomorrow'.

Book five is due for release shortly and Leanne said she is aiming for at least 20 books in the series, with the first 12 already mapped out.

- Allison Redman

Manteena supports \$15,000 scholarship

An inaugural \$15,000 scholarship to study a Bachelor of Building and Construction Management at the University of Canberra has been awarded to Elvis Deschamps, of Gympie in Queensland.

The Manteena Scholarship for Leaders in Construction is offered to one student in their first year of study, and supports them across three years. The scholarship also includes relevant paid work experience and industry coaching and mentoring to build confidence, competence and position in the construction industry.

Mr Deschamps was one of 11 applicants for the scholarship, and said he has a strong interest in developments that benefit the community.

'I'm hoping this experience leads to a project engineering role. I'd like to oversee the construction of public facilities or schools because I'd like to see the work that I'm doing being used towards a greater good,' Mr Deschamps said.

The CEO of Manteena, Simon Butt, said the scholarship is developing people for a future in the construction industry.

'By supporting scholarship holders through their degrees, our aim is to have them achieving within the industry, bringing new thinking and creativity and taking the industry into the future,' Mr Butt said.

CHEER CHICK CHARLIE GIVEAWAY

**Enter to
WIN**

Thanks to Leanne, one lucky *Canberra Weekly* reader has the chance to win a \$72 *Cheer Chick Charlie* prize pack comprising books 1-4, four motivational postcards, four wristbands, a hair bow and a set of pom poms.

To enter, email competitions@canberraweekly.com.au with 'Cheer Chick Charlie' in the subject field. Tell us your name, full contact details and the answer to this question: who is the greatest cheerleader in your life? Entries close and winners drawn 9am 31 May 2013. One entry per person. Permit No. ACT TP 13/01463.

LEARN TO CHEER WITH THE CHEER CHICKS

Charlie's Cheer Chicks: Tahlia, Hannah, Ciara and Chloe show us some cheerleading moves. Grab your besties, make some pom-poms, put on your fave CD and use these moves to create your own routine!

BOW AND ARROW



Put one arm straight out to the side and the other to your chest. This same move can be done on both sides, and is called bow and arrow left or right depending on the straight arm.

BROKEN T



Bring both arms to your chest with elbows pointing out.

HIGH V



Make a V shape by putting your arms above your head.

UPSIDE DOWN V



Create an upside down V shape, by putting your arms down and holding them slightly to the sides so they aren't touching your body.

GIVE ME A K!



Make a K shape by putting one arm up and the other pointing down across your body.

DIAGONAL



Create a diagonal line with your arms, one pointing up and the other pointing down. This can be done on both sides and is called diagonal left or right depending on the raised arm.

ARM PUNCH



Place one hand on your hip and the other straight up above your head. This can be done on both sides, and it's called a left arm punch or right arm punch depending on the arm above your head.

TOUCHDOWN



Put both arms straight up above your head. Wave your pom-poms!

GIVE ME A C...

Get into the cheer spirit with the *Cheer Chick Charlie* book series! To learn even more about cheerleading head to the website www.cheerchickcharlie.com





26 Little Angel

DREAMS COME TRUE SPECIAL! little angel



TAYLOR'S
Advice for achieving your dreams!



MOSHI MONSTERS
The latest news!



Selena stars in HOTEL TRANSYLVANIA



Barbie THE Princess & THE Popstar



Diary of a Wimpy Kid: Dog Days



3 COOL KATY PERRY POSTERS



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BOOKS

5 minute chat with...

LEANNE SHEA LANGDOWN
AUTHOR OF CHEER CHICK CHARLIE



What's the title of your book series?

The series is called *Cheer Chick Charlie*. The first three books are currently available and we're hoping to have 20 in total for the series over the next few years.

What's it about?

The books are about an everyday Aussie kid who wants to be a cheerleader. The series takes readers on an entertaining journey as they watch Charlie turn her dreams into reality.

What inspired you to write this series?

My inspiration for Charlie came from my own daughter's desire to become a cheerleader. We couldn't find a cheer squad so we created our own at the school. We now have almost 100 competitive cheerleaders in that squad, proving that anything is possible!

What's special about this series?

Not only is this series Australian, but it's the first series with a cheerleading theme. But you don't have to be a cheerleader to read them. There's fun for everyone. Charlie has her own interactive website and cool activities and exercises to do at home. Plus there are cheer clothes and pom poms available.

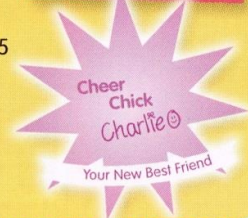
What do you think the message of this series is?

These books are all about following your dreams and having fun while you do. The books have great messages to help girls with confidence, resilience, health and fitness.

Where can readers get the books?

The books cost \$9.95 each or you can buy a special book pack for \$14.95 which includes one book, a motivational wrist band and postcard. Books are currently available online at

www.CheerChickCharlie.com





PRESS PHOTOS BY DEB BOYLAN

Australian author Leanne Shea Langdown shows off her cheerleading squad's "poms" during a talk given to the Bath Lions cheerleaders at George Wolf Elementary School in Bath Feb. 6. The Bath Lions cheerleaders were the inspiration for Shea Langdown's "Cheer Chick Charlie" children's book series and related line of merchandise. Cheer teams are not common in Australia.



Members of the Bath Lions cheerleading squad gather around author Leanne Shea Langdown as she shares photos of her Australian cheer team, Good Shepherd Cheerleading, following a presentation at George Wolf Elementary School in Bath Feb. 6. Shea Langdown declared the Bath and Australian squad "sister teams." The two groups plan on sharing photos and communication online.

Australian author visits Cheerleaders inspire book

By CHRIS ZWEIFEL
Special to The Press

Leanne Shea Langdown doesn't have snow where she lives.

She doesn't run into any deer or skunks either, but occasionally she has to slow down for a kangaroo crossing the road.

Shea Langdown is from down under, and it took her 19 hours by plane and two hours by car to reach young audiences in the Northampton Area School District.

Shea Langdown spoke to students at George Wolf and Siegfried elementary schools about life in Australia and introduced them to her new series of children's books, "Cheer Chick Charlie." She also taught students the basic elements of achieving any goal.

"You must have commitment, a spirit for it, and belief that anything is possible," she told third graders at Siegfried earlier this month.

The author and business owner was most excited about meeting with the Bath Lions cheerleading squad. It was the kindness and welcoming spirit of this group of cheerleaders back in 2007 that planted the seed for Shea Langdown and her family to take cheerleading back to Australia. Their visit gave them the inspiration to create a school-based squad in Canberra.

While in the U.S. to attend a wedding, Shea Langdown's daughter, Tahlia, a third-grader at the time, attended a Bath-East Allen cheerleading practice. When the pair arrived home, Shea Langdown's daughter said to her, "Mummy, it's my dream to be a cheerleader."

Since cheerleading was an uncommon sport in Australia, there were no opportunities for her daughter.

"What may not seem possible today could be possible tomorrow," she told her daughter.

And so, Shea Langdown founded the Good Shepherd Primary School cheer team in 2008. Using the Internet, books and DVDs, she created the cheering uniform. The squad won trophies at its first competition. She coached for four years in all age groups.

There are now 100 competitive cheerleaders in that school and Shea Langdown is the squads' principal adviser.

From that, Shea Langdown created "Cheer Chick Charlie" to show that anything is possible. With Charlie now being introduced to the U.S. via the New York Toy Fair this month, and with possibilities of U.S.-based publishing deals, an animated series and contracts with major U.S. retailers,

See Author on Page A2

Author

Continued from page A1

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in 2007 could well turn into a mighty forest."

She said she loves where she lives, joking that Australia should make her the tourism ambassador.

She also emphasized how much she loves the Northampton and Bath

communities.

"You have given us so much," she said.

"Everybody has something to offer," Shea Langdown said. "We all have something special, and we need to recognize that in each other. All of us have got a little cheer-

leader inside of us. All of us should motivate and inspire each other."

To check out Charlie for yourself and subscribe to her website go to www.CheerChickCharlie.com.

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fatalities," Ms Read said.

Parent attendee Julie McEntee said the event is a wonderful initiative for supervisors to participate in.

"I wanted to know how I could improve my daughter Breanna's awareness and help make her the best and safest driver she could be," Mrs McEntee said.

Learners and their supervisors are also encouraged to sign up for the Log Book Run, being held on Sunday August 19 leaving from the Civic Centre car park at 10am.

A minimum of 30 hours driving experience is required for learner drivers to attend.

Ms Read said.

"This includes both the amount of time they spend practising, but also driving in a variety of conditions.

The Log Book run follows a route that includes many different tasks and conditions, adds time into Learner log

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Goulburn girl writes children's book series

By ANTONY DUBBER

THE children's book series 'Cheer Chick Charlie' has been launched by former Goulburn woman, and Canberra-based author, Leanne Shea Langdown.

The series invites children aged 7-11 into the life of 10-year-old Charlie, who dreams of being a cheerleader, as she 'cartwheels and leaps through adventures that take her from home to school to cheerleading competitions and even overseas'.

Ms Langdown, 40, was born and brought up in Goulburn, attending Goulburn West Primary School, and also the former girls high school, Marian College.

She then moved to Canberra and attended university there. She is involved in cheerleading in real life, as coach and founding member of the Good Shepherd Primary School cheerleading team since 2008.

She is also the Canberra liaison for the 'Sirens cheerleading squad, with offices in Canberra and Townsville, a



AUTHOR: Leanne Shea Langdown.

member of the Sirens Parent squad, and helps to manage the face-to-face running of the team.

'Cheer Chick Charlie' was inspired by her daughter Tahlia, 12, who had a desire to become a cheerleader, and together, Leanne and Tahlia started a school squad.

This is where Charlie was 'born', and grew, as Leanne describes, 'from the spirit of each and every one of the cheerleaders'.

An animated version of Charlie was also created by students from the Academy of Interactive Entertainment in

Canberra, in partnership with the Canberra Institute of Technology (CIT).

Ms Langdown has also been working in partnership with both Canberra and regional school librarians to run 'author talks' for students in Canberra, Goulburn, Yass, Cooma and Batemans Bay.

The first two books in the series were showcased at the launch on June 26, at the Canberra Business Point headquarters in the Canberra suburb of Braddon.

The third book is due to be launched in August. The launch was also supported by the Canberra business community and has been embraced as a regional endeavour.

Ms Langdown also runs ACT 'success consultancy' business, called Achieve Business, where she coaches people in their career, business, sport and life endeavours.

She said she was planning to introduce Charlie to her hometown, and hopes to draw on Goulburn childhood stories in the 24 book

Meeting the Lions Cheerleaders



AUTHOR LEANNE SHEA LONGDOWN had a lovely time with the Bath Lions cheerleaders last week and they were as welcoming as they were all those years ago. She got to spend time with the girls, their coach and with Nicole Somers who was the girl who invited Leanne's daughter to train back in 2007. The Bath Lions cheerleaders and Good Shepherd Cheerleading (Australia) will now become sister squads and they will share photos, letters and inspiration across the globe.

The 4-H program is staffed by adult volunteers; volunteers are always welcome. Anyone interested in obtaining more information on the 4-H program, in general, wishing to volunteer to be a volunteer, is asked to contact Brad Kunsman, Northampton County 4-H Program Manager, at 610-746-1970. The State is committed to affirmative action, equal opportunity and the diversity of its workforce.

Scholarship for Local Student

Jessica Paulus, of Bath, is an interior design major at Pennsylvania State University of Harrisburg. She has been selected to receive a scholarship from the Department of Human Resources and Environmental Studies.

The Donna S. Paulus Scholarship is given to students who display academic achievement and a commitment to community through volunteer service.

Jessica Paulus is the daughter of Richard and Lisa Paulus, a 2010 graduate of N

Stories to cheer up the kids

CHEER Chick Charlie is the title of a series of children's books just launched by Canberra author Leanne Shea Langdown.

Written for seven- to 11-year-old readers, they tell the story of Charlie and her friends as they cartwheel and leap through adventures that take them from home to school to cheerleading competitions and even overseas.

Leanne says that through an engaging storyline and a delightful

main character the books have been written to inspire and encourage children and give them tools to handle life's challenges along the way.

"Charlie promotes a 'yes I can' attitude, active lifestyle and healthy eating," Leanne said.

She says the production of the series is being kept close to home - from marketing, the website, photography, packaging, printing and design to the editing by her mother-in-law Irene Langdown in

Batemans Bay.

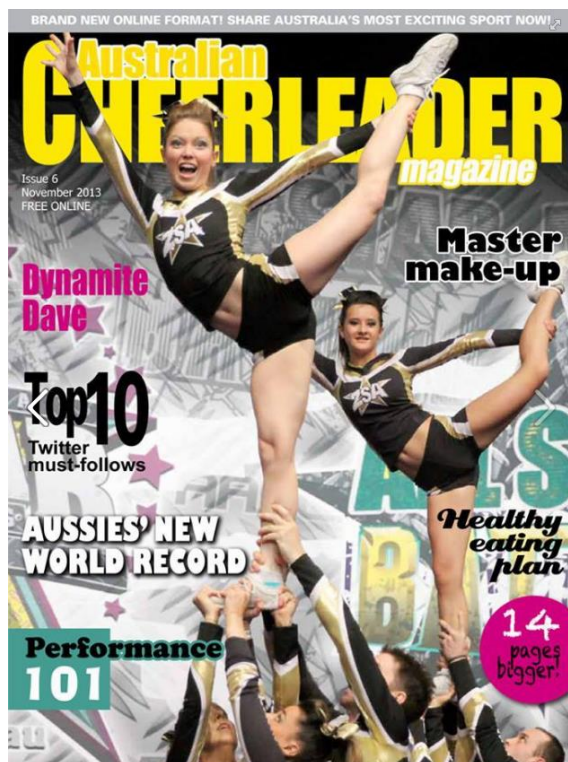
"I have also been working with Canberra and regional school librarians about author talks for students in Canberra, Goulburn, Yass, Cooma and Batemans Bay," she said.

The next book in the series will be launched this month.

Visit www.CheerChickCharlie.com and www.LeanneSheaLangdown.com for more information.



CHEER CHICK: Author Leanne Shea Langdown's new book series is aimed at inspiring kids to live well.



Cheer Chick Charlie

BY JESSICA GRIFFIN

WRITTEN by Australian author Louise She Longdon, the *Cheer Chick Charlie* series has taken the Aussie cheer community by storm. The books, online resources and mobile application focus on developing a child's confidence and resilience, and as ACM reporter Jessica Griffin discovered, Charlie has every quality that makes her the perfect friend for any little girl.

How did *Cheer Chick Charlie* come about?

Cheer Chick Charlie was a repercussion of my own daughter's dream to become a cheerleader.

Firstly, her dream led to the creation of Good Shepherd Cheerleading club, the official sport of Good Shepherd Primary School in the Australian Capital Territory. This program saw students participate in competitive cheerleading classes that had a huge impact on students' confidence and self-esteem. I wondered how I could tap into this to help kids outside my local community and *Cheer Chick Charlie* was the answer!

How did you go about bringing *Cheer Chick Charlie* to life?

A lot of commitment, spirit and belief went into the creation of *Cheer Chick Charlie*. Turning my vision into a reality took a great deal of focus and quite a bit of sacrifice. To be honest though, Charlie herself has kind of taken over. She has jumped off the pages of the books as I've written them and I often feel as though I am chasing her in an attempt to catch up!

What do you want children to gain from these books and other resources?

To be honest, I just want kids to celebrate being themselves. I want to encourage them to be the best they can be and feel good about what they can offer to the world. At the same time I would like to teach kids how to encourage each other and to believe that anything is possible if you have commitment, spirit and belief. Finally, I'd like to get the message across that we can all be cheerleaders—every single one of us has a little cheerleader inside just bursting to get out!

How has the Australian cheer community responded to the series?

Charlie is being embraced by the Aussie cheer community. The first time we took the *Charlie* costume character to an event she was mobbed! Parents and kids alike are giving me the big thumbs up. We've also had exposure in national children's magazines, local press and we recently introduced the brand to the USA. We've got some great support from within Australia and around the world.

the way some people outside of the cheer community view cheerleading. The sport is sometimes perceived a little negatively because of the stereotypical movies that just show cheerleaders on the sidelines.

How has merchandise and your strong online presence helped *Cheer Chick Charlie*?

Charlie is more than just a children's book character—she is a brand. We specialise in motivational products, fitness gear and books. Plus we have recently released the *Cheer Chick Charlie* doll and mobile application that is super exciting. The app really brings *Charlie* to life and further encourages children into a life of health and fitness through dance and cheer. Kids can choreograph their own routine with motions, kicks and jumps, and then dance with *Charlie* as she performs the routine. The *Charlie* brand is supported by an interactive website with healthy eating options, fitness and dance videos, printable activities and other fun stuff to encourage kids. By engaging with activities, children are rewarded with 'Charlie Cash' that they can then spend on the site's online store.

What can we expect from *Charlie* in the future?

We have lots of plans for *Charlie* that will include more clothing options, more motivational products and some cool games. We're even looking at TV. The sky is the limit!

GET YOUR ROW'S BOW ON

During the months of November and December use the discount code "CheerMag" and get a 20% discount on your order.

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LEANNE Shea Langdown says her new series of short novels surrounding a young girl called Cheer Chick Charlie is a culmination of work she's done over the past few years as a mum, cheerleading coach and life coach.

"At some point it hit me like a tonne of bricks that everything I had been doing; the coaching with adults, as well as the cheerleading, as well as all the books I had written in the past was all coming together," she said.

"[Charlie] was inspired by all three of our children, but particularly around [my 12-year-old daughter] Tahlia's want for becoming a cheerleader and it has grown from there.

"There is a little bit of every cheerleader that I have come across in Charlie. So that's where the inspiration came from.

"And when I sat down to write book one, it just poured out of me. And then book two and book three, which is waiting to be printed."

Leanne said the books are suitable for children aged five to eight. Charlie wasn't about the "razzle dazzle" of cheerleading on the sidelines; the character was based on confidence, resilience and fitness.

"I didn't realise how big this cheerleading thing could be, I knew that I wanted to [coach cheerleading] to help kids' confidence," she said.

"They are little girls, they have body image issues so early now that they compare themselves to the other kids, they might look different, but instead of embracing that they kind-of beat themselves up over it.

"And I thought, cheerleader! Only the most popular and the most beautiful and the most talented in the movies get to be the cheerleader – but everybody can be that person."

Along with a line of merchandise with inspirational messages, Leanne has started an interactive website; working with the Academy of Interactive Entertainment to create an animated version of Charlie.

The Canberra Institute of Technology recorded the voice of Charlie – voiced by Leanne’s daughter Tahlia.

And each month “Cheer Chicks” – a group of young, local cheerleaders – will be featured in a short health and fitness video that will be uploaded on the website.

Leanne, a mother of three, who had her first children’s book “My Happy Gift” printed in the US last year, said the venture was helped through the ACT Government Innovation Connect program and also workshops through Canberra BusinessPoint.

More information at leanneshealngdown.com or cheerchickcharlie.com

BACKSTAGE PASS

Go on tour with One Direction as they head out on their 'Where We Are' world tour! Follow the lads as they prep for their biggest tour yet. This amazing DVD is packed with giggles, LOLs and behind-the-scenes secrets. See what it's really like being part of the biggest boy bands on top of the charts!



15 TO WIN!

5SOS STASH

Here's your backstage pass into the lives of Aussie heroes, 5 Seconds of Summer! Take a look at what the boys get up to on tour, see exclusive interviews and check out cool behind the scenes footage you won't see anywhere else! We've got 15 DVD copies of 5 Seconds of Summer: Up Close and Personal up for grabs!



15 TO WIN!

COMPERAMA

Want to win these awesome prizes? Flick to p.82 and fill out the competition coupon. Check p.83 for terms and conditions.

PAWTASTIC

When baby lion cub Luna wanders from her sanctuary, she walks into the life of a new friend, Billy. Billy is just a normal kid who now has to get Luna back to her home safely. Sounds easy, right? Billy and his parents are in for one big adventure as they try to look after a very different family member! Here's your chance to score A Tiger's Tail on DVD!



15 TO WIN!

WE HEART NIAL

Get to know Niall Horan from One Direction from the very beginning! Follow Niall's crazy journey from auditioning for The X Factor as a solo artist to joining one of the world's biggest boy bands. There's a whole lot more to this talented lad from Ireland and this DVD is the perfect way to get acquainted!



15 TO WIN!

BOOKWORM BITS

Charlie is back from a cheerleading competition and her best friend Ben is feeling low. The boys at school are teasing him just because he's part of the cheerleading squad! It's up to Charlie to make Ben feel better about himself and at the same time, recruit new members to join the squad. Can Charlie rise up to the challenge? GP readers have a chance to win Book 5 of this sweet series, along with a cool Charlie wristband and postcard.



6 TO WIN!

STATIONERY STEALS

Start the year fresh and fabulous with some sweet school supplies from Smiggle! They have everything you need to get you through the school year in style. Here's your chance to score an awesome Smiggle prize pack which includes a backpack, lunchbox, drink bottle plus little extras for your desk!



5 TO WIN!

ART ATTACK

Our friends at Faber Castell have the coolest art supplies around! Unleash your creative side with this ultimate prize pack – you'll score connector pens, grip coloured pencils, twist crayons and more! If you're a budding artist, you definitely need these sick supplies pronto!



10 TO WIN!

LUSH LOCKS

Brushing your hair has never been so easy! This special brush helps detangle your mane and comes with a small bowl to store all your bobby pins and hair bands too. And if you're a bit of a bookworm, each Magic Flowerpot comes with a cute story booklet too!



14 TO WIN!



Local author Leanne Shea Langdon signs copies of her newest children's book, the seventh in her *Cheer Chick Charlie* series.

Local author gains national deal

While *Cheer Chick Charlie* has been dancing on ACT bookshelves for a while now, she's about to take a much greater leap, as local author Leanne Shea Langdon introduces her spirited children's book character to the rest of Australia.

With the release of the seventh book in the *Cheer Chick Charlie* series, Shea Langdon was also very excited to announce a national distribution deal which will see her cheeky character on bookshelves in all good bookshops around Australia.

As a successful life coach, Shea Langdon ensures there is a positive and motivational message for children in each of her books. She came up with the idea for Charlie after a brief stint in the United States had her then eight-year-old daughter obsessing over the sport of cheerleading. Upon returning

to Australia and discovering a lack of cheerleading programs in the ACT, Shea Langdon started one at her daughter's school – much like Charlie's mum does in the books.

"The books aren't just about cheerleading, but encouraging kids to be cheerleaders for each other. There are so many little people out there who could use a bit of a boost," Shea Langdon said.

"Charlie helps children with their confidence. No matter who they are or what their abilities are, they all have something special inside them."

Books 1-4 will be available nationally by Christmas, while lucky Canberrans can already find up to book seven in local bookshops.

- Laura White

YWCA Canberra program recognised

YWCA Canberra was named an ACT winner of the National Association for Prevention of Child Abuse and Neglect (NAPCAN) Play Your Part Awards earlier this month. The awards recognise excellence in primary violence prevention initiatives with the organisation's Relationship Things program acknowledged for its best-practice, evidence-based approach to primary prevention education. Relationship Things aims to prevent sexual assault and gender-based violence by empowering young people of high school age to develop and maintain safe, respectful and consensual relationships. This is the second award that YWCA Canberra has received for Relationship Things, which won an ACT Partners in Prevention award in 2014.

A House Filled With Cheer

My 11 year old step son Mason has never been a boy that enjoyed typical sports, he tried a number of different sports and wasn't able to find anything that he was truly passionate about.



Aug 19, 2014 · Sorry Tamati · one response · 4713 Views

5



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My 11 year old step son Mason has never been a boy that enjoyed typical sports, he tried a number of different sports and wasn't able to find anything that he was truly passionate about. At the end of year two, Mason came home and said to me "Would it be okay if I tried cheer next year at school?". Unsure of what it was all about my husband and I got in contact with the principle coach Leanne Shea Langdown (the author of the cheer chick Charlie series). She spoke with us about why she had started the cheer program in the school and in a nut shell it was for kids exactly like Mason. It was for Kids that didn't feel like they fit in regular sports or couldn't find something they were passionate about. As it was something that Mason really wanted to try we enrolled him.

That following year started Mason's passion for cheer, he was the only boy in the squad for more than a year. There were other boys that joined the squad but they were teased and eventually dropped out, but not Mason. He loved it, he loved everything about cheer. You can see the passion for it as soon as he walks on the stage to perform, the cheeky grin that he would get just as the music starts.

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But with his passion came a price, he has been continually teased, mocked and bullied for doing cheerleading being continually told that cheer is a girls sport and because he is doing it he must be a girl or he must like boys. The guilt he felt for wanting to do something that kids and parents alike told him wasn't a boys sport has taken a toll on his confidence but it hasn't once wavered his desire to continue to do cheer. It was heartbreaking to hear how cruel kids can be, every week he would come home from school and talk about what other kids were saying and doing to him for doing cheer. After hearing from Mason about how people teased him we asked him if he still wanted to do cheer he said "Yes I don't ever want it give it up. Besides if I gave it up, they would just find something else to tease me about" wise words for an 11 year old.

This sport that he has come so passionate about has now inspired his sister Kyja to take up the sport too. Last year was her first year of cheer at Heat cheerleading at the age of 4, she now shares that passion for cheer. In the middle of last year Leanne asked Mason if he would like to start a partner stunt group. Leanne had been thinking about getting Mason a partner stunt but hadn't quite found someone for him to do it with but now that Kyja has been doing cheer they should do it together. Last year they competed in a cross squad calibration partner stunt and the ACT state championships. They only had 5 coached training sessions before states and ended up coming third and qualified for AASCF Nationals! They were so excited and we were so proud. So we made the trip to Melbourne for them to perform. In watching them take the stage the pride and emotion took over. The look that Kyja gave Mason just before the music started and how Mason was such a stable base for her was amazing. And when they finished, Kyja jumped on Mason and he carried her off the stage, this brought tears to our eyes. Watching them perform that day was one of the highlights of our lives.



Being only 11 and continuing to do something that you are passionate in the face of adversity is pretty inspiring, to motivate people to continue to do what they love is so inspiring in fact my husband and I have joined a stunt team and may be performing this year. His passion inspires me and as an adult to have an 11 year old inspire me it pretty amazing.

This story was sent into us by Janae O'Shaughnessy, Aussie Cheer Channel would like to thank Janae for taking the time to prepare this for us and we wish Mason and Kyja all the best for their cheerleading future.



■ Birgit Schultz, Ewa Dados, Jo Burn, guest speaker Leanne Shea Langdown, Jo Cochrane, Lou Hanmer and Libby Henderson. Photo supplied by Stacey Clancy.

Guests wow Conargo women

The achievements of regional women were celebrated on Wednesday at Pretty Pine Community Hall for International Women's Day.

About 100 women from Conargo Shire and surrounds attended the high tea event hosted by the shire, where they heard from guest speaker Leanne Shea Langdown, who is a successful children's book author, blogger and life coach.

Leanne specialises in helping children with confidence, resilience, health and fitness and also runs a success consultancy business -

Achieve Beyond - to assist people in achieving their goals and living happy and healthy lives, while her daily blog, Deep Fried Fruit, looks at the perks and trials of turning 40.

Guests were also shown tips on flower arrangements from expertise florist Janine Clarke, who has been operating Deniliquin Florist since 1998.

Organiser MaryLynne Bradford said this year's event "was fantastic".

"We had two fabulous guest speakers," she said.

"Leanne was

amazing. Her message was that from little things big things grow and to try and make opportunities out of hardships in life.

"She inspired everyone to have a go and try and achieve their dreams, because what's not possible one day might be possible the next.

"Our high tea from The Crossing Cafe was divine, and thanks to Christine Hicks, Mandy Liphuyzen, Sandy Christie and Simone Hughes for decorating the hall."

Mrs Bradford said the day was funded by

shire and that guests were appreciative of the shire's commitment to the day.

"We see the value for women to get together and enjoy fellowship," she said.

"The day has all ages, our oldest guest was about 90 years old and the youngest about 20.

"We have those that look forward to it every year. I think next year will be the 10th event and we look forward to a big celebration."

- Cass Savellis

■ More photos page 6



Phillip Thomson

Published: July 4, 2014

..... Leanne Shea Langdown was a mum who had been in the Australian public service for 15 years.

She left the Department of Agriculture, where she had been a long-serving executive assistant, and became a stay-at-home mum who was wondering what she could do beyond the domestic boundaries of the home.

At that time her daughter said she wanted to become a cheerleader. Ms Shea Langdown knew little about dance but she started a 14-member cheerleading squad at her daughter's primary school which has now grown to hundreds of participants each year - she is still involved even though her daughter has left the school.



Leanne Shea Langdown with daughter Tahlia at a cheerleading competition. Photo supplied. Photo: Contributed

Ms Shea Langdown has since self-published a series of [Cheer Chick Charlie children's books](#) - there has even been interest from overseas about buying the rights to use her Charlie character - and she has started her own "success consultancy" primarily but not solely targeted at giving advice to executive assistants.

"I don't really like the phrase 'life coach'," she said.

"I help people achieve their goals.

"I tell people that their biggest opportunities in life may be hiding in the corners and crevices.

"Many people in the public service are ensconced in the mindset - what classification you are, who's got the office, who's got the car space.

"Their value is very much placed in that formula and you've got to change the way you see your values."

Christmas gift guide



Ergonomic Shoes Attipas Australia

Attipas Australia has launched their new range of larger-sized, bright and colourful, ergonomic shoes, suitable for bigger toddlers and pre-schoolers. Older children can now join younger siblings in the Attipas fun, with sizes XXL (US 8) and XXXL (US 9) now available online.

The design of the Attipas larger-sized shoes are great as they assist in developing the muscles of the lower limb by stimulating proprioception and strengthening the muscles while still offering adequate protection of the foot.

Attipas shoes are made with a non-slip gripped sole, are highly breathable and support your infant, toddler and pre-schooler from their very first steps to beyond.

The larger sizes are available in a selection of our bestselling styles, including the Rainbow, Marine and New Sneaker.

Price: RRP \$39.95

Visit: www.attipas.com.au



Reusable pouches Sinchies

Sinchies reusable pouches, the perfect Christmas gift for that person who has everything and a gift that keeps on giving! Sinchies are the healthy and environmentally friendly answer to the throw-away yoghurt, smoothie and fruit crush pouches. Kids love pouches to squeeze themselves and parents love the convenience.

With Sinchies, you also have homemade goodness on the inside — and they can be used time and time again. What's more, the retail price of a Sinchies reusable pouch is less than the throw-away ones you buy in the store!

Sinchies have so many uses beyond yoghurts, smoothies and juices. Suited to a wide range of ages from baby to the elderly, you can use them for storing dips, soups, spice rubs, soft foods, sauces, salad dressings, even to lettings. Get yours today and beat the Christmas lull!

Price: From just 99c per pouch. Different sizes and packs available.

Visit: www.sinchies.com



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2014 Mumpreneur Awards Featured finalist



Leanne Shea Langdon - Cheer Chick Charlie

www.cheerchickcharlie.com

I'm a mum of two plus a grown-up step-daughter and brand-new granddaughter. My husband and I enjoy life, dream lots and holiday often. We really want to teach our children that opportunities are everywhere once you open your mind to the possibilities.

Cheer Chick Charlie is a children's book series that created to not only entertain children, but also help them with their confidence, resilience, health and fitness. From the series, we are building a brand that is currently being pitched to entertainment companies and retailers in the USA.

My daughter inspired the series through her own desire to become a cheerleader. From that, I formed a 100+ cheer squad at her primary school. Teachers and parents said that cheer made such a difference to the kids that I had to find a way to take it world wide — and that's when Charlie was born!

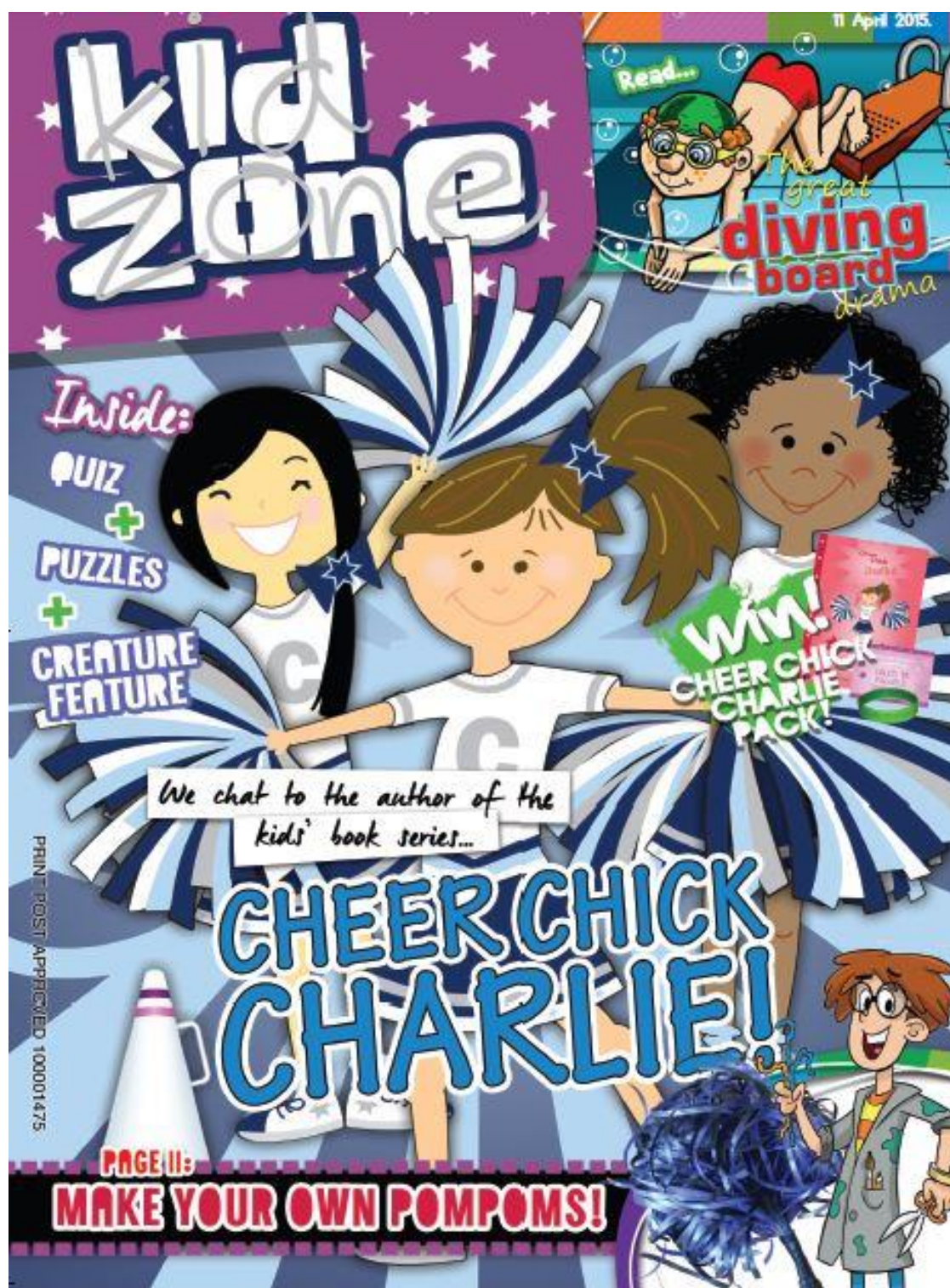
I had worked for the Federal Government for 15 years and left to focus on the children. They had been in day care since they were 1 month old. Our time with our kids is so short. For me, a home-based business allows for better parental balance. Plus, it lets us dream and fulfill our purpose.

We now have six books in the Cheer Chick Charlie series. In addition to our own website, the Charlie books are now available for worldwide purchase on Amazon. The books are currently being rolled out in e-book format.

I know I still have a long way to go with Cheer Chick Charlie, but the vision I have for this brand and the passion I have for the future is huge. This brand will go global. It has to. If I want to help as many children in the world as possible believe in themselves, then I have to make this work.

www.cheerchickcharlie.com

2014 Mumpreneur Awards Special Edition 37



CHEER UP!

Got heaps of spirit? Are you just bursting with enthusiasm and energy? Cheerleading is really taking off in Australia as a fun and action-packed sport. With girls and boys all around the country getting into the seriously athletic and positive activity it just makes perfect sense that someone would write a book series about the world of cheerleading. From the point of view of a young, enthusiastic cheerleader, *Cheer Chick Charlie* was born but we'll let series author, Leanne Shea Langdown fill you in:

Kidzone: Can you tell us about the *Cheer Chick Charlie* series and how it began?

Leanne: Cheer Chick Charlie is 10 years old and she has a dream. She wants to dance, jump, cartwheel and leap. She wants to be a cheerleader. With a whole lot of spirit, a big bunch of determination, and a little bit of help from the people around her, Charlie inches closer and closer to fulfilling her dreams, while going on a few life adventures along the way.

The series was inspired by my own daughter's dream to become a cheerleader. Together we started a school squad and *Cheer Chick Charlie* was born from the spirit of each and every cheerleader I have ever coached.

What message do you hope kids will take away from the books?

Every book has an inspirational message and comes with a motivational wrist band and postcard. I wrote the books to not only entertain children but to also help them with their confidence, resilience, health and fitness. I want to help children believe in themselves and each other. I'd like children to see that we all have something special to offer the world. We can all use our strengths, love our differences and encourage each other to be the best that we can be.

In what way is Charlie a role model for kids?

Charlie is the best friend every little girl deserves. She is active, friendly, compassionate, spirited and supportive. But most of all, she inspires those around her to believe in themselves and trust their instincts and abilities.

What is Charlie's motto?

Charlie's motto is 'What may not seem possible today, could be possible tomorrow'. Things don't always happen immediately. They take practice, persistence, patience and a





promise to keep trying. Don't give up!

You are involved in cheerleading yourself. How has the sport changed over the years and where do you see it going?

The growth of competition cheerleading has been huge. It has quickly become one of the fastest growing sports in Australia. I entered the world of competition cheer in 2008 and I can't begin to explain how much it has grown since then. I find the sport to be a combination of athleticism, creativity, agility, strength and teamwork. But most of all I have found it to be inclusive.

What positive things do you see in the sport of cheerleading and why do you want to encourage kids to give it a go?

No matter what their size, what talent they possess or how flexible or strong they are, if they work hard all children can become cheerleaders—as long as they have commitment, spirit and belief.

Every child has something special to offer their team and every team has something special to offer a child.

In what ways can kids get involved in the world of Cheer Chick Charlie?

You can read all about Cheer Chick Charlie in the children's book series of course. Plus we have an interactive website that provides 'how to cheer' videos featuring the 'Cheer Chicks', along with healthy snack ideas, free printable activities, merchandise and much, much more. We also have the Cheer Chick Charlie gaming app available from iTunes, where children can create their own cheerleading routines and have Charlie perform them. They can learn to cheer right alongside Charlie!

What's next for Charlie?

The book series will continue to grow with book seven coming out in a couple of months. We hope as many children in the world as possible can benefit from the Cheer Chick Charlie message. Who knows what else? Maybe a TV show? Anything is possible!

CHEERCHICKCHARLIE.COM

Colouring Competition

win:

Thanks to author Leanne Shea Langdown, Kidzone is giving away **three book packs**, which include **Cheer Chick Charlie Book Three: Something to Offer** plus matching **motivational wristband**, **postcard** and a **\$5 dollar voucher** to spend at the Cheer Chick Charlie online store. To enter, colour in the picture above and send your entry to: Kidzone's Cheer Chick Charlie competition, PO Box 479, Blackburn 3130, by Friday, 24 April 2015.

16 LUNCH TIME

Lunch Boxes With Love are soooo cute! This amazing range of lunch boxes and accessories will transform your simple sandwich from blah to brilliant! Two lucky GP readers will score a pack of goodies from the range.

2 GP readers will win!

GROOVY GADGETS

Text Bands from Hallmark are AMAZING! This month, we're giving you the chance to score two of 'em - one for you and one for your bestie. Pop on your Text Bands then exchange texts, jokes and messages by bumping fists or shaking hands!

16 GP readers will win!

34 BRILLIANT BOOKS

The Grimstone family live in a big old house in the middle of a valley. They have all sorts of adventures and get up to lots of mischief. Here's your chance to win Book 3 in the series, *Whirlwind*. Once you start reading you won't be able to stop!

34 GP readers will win!

TOO COOL FOR SCHOOL

Go back to school in style with Hello Kitty! This rad range is uber adorable, with cute stationery, bags and backpacks to help you rock your school year. Lucky winners will score a huge pack of super school stuff!

6 GP readers will win!

13 SPOOKY STUFF

Hotel Transylvania out now DVD! This animated movie stars the voices of Selena Gomez and Adam Sandler. Mavis and Dracula are this super fun for your collection!

13 GP readers will win!

14 BEAUTIFUL BARBIE

Make a splash this month with Barbie! We're giving away two of her top movies, *Barbie in A Mermaid Tale* and *Barbie in A Mermaid Tale 2*. Barbie stars as Merlioh, a super surfer who discovers that she's half mermaid.

14 GP readers will win!

SUPER SPIRALS

Unleash your inner artist with this amazing book and drawing kit! Use the colour-changing pens and plastic wheels to make heaps of swirly spiral designs. Decorate your diary, make your own wrapping paper, or design a masterpiece for your bedroom wall!

17 GP readers will win!

6 FEELING CHEERFUL

The Cheer Chick Charlie series is super! This month, we're giving you the chance to score the first four *Charlie* books, plus you'll also get to take home 4 postcards, 3 armbands and a cute hair bow. Yay! Get reading as Charlie strives to make her dreams come true.

6 GP readers will win!

CONSPIRACY





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Cheer Chick Charlie by Leanne Shea Langdown

Thursday, October 8, 2015 [Permalink](#)

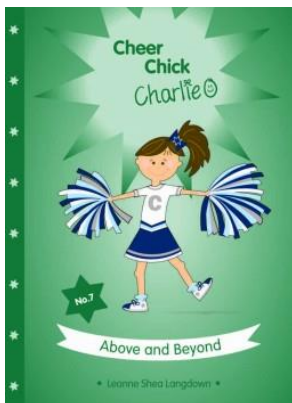
Above and Beyond is the latest book in the children's series featuring 10yr old (wannabe cheerleader) Charlie Chance, her family and her besties Bella and Laura.

Ostensibly the book is about a father-daughter camping trip... something which freaks Charlie out a little as her own father has to pull out at the last minute. So, it's not only the first time she's tried camping, but also the first time she's been away from her family for a few nights.

Thankfully she's with friends and their fathers but the unexpected inclusion of an older 'troubled' boy complicates things.

It gives Charlie a chance however, to put into practice something her father's talked about... the need to go 'above and beyond' the call of duty in order to help others.

The lesson's pretty obvious to this 47 year old, but the message is spelled out a number of times throughout the book which targets 7-11 year olds.



I liked the fact that this book—indeed this series—by Leanne Shea Langdown educates as well as entertains. Leanne explains that each book has an inspirational theme.

I'm a success consultant (life coach) and I am always amazed that adults don't have access to some of basic motivational tips and tricks. I figured it would be great for children to absorb these at a grass roots level.

Above and Beyond is the seventh in the Cheer Chick Charlie series, inspired by Leanne's own daughter's dream to become a cheerleader. As it's still a fledgling sport in Australia, Leanne was involved in starting a squad at her daughter's school seven years ago.

I discovered that the sport was not only helping kids with their team work, fitness and health, but the values we threaded through it was also helping with their confidence, resilience and enthusiasm.

Obviously I'm no expert in children's literature (or anything really...) but the books seem ideal for pre-teens. The books are all about 100-130 pages in length and feature large (14 font) print—perfect for young eyes. Or older eyes after several pre-bedtime wines!

Charlie could easily morph into a smug 'too good to be true' caricature, but she's written in a way that it's impossible not to like her honesty and positive outlook.

Leanne does a good job of sharing Charlie's thoughts (her hopes and fears) in a way that seems comforting to young readers. When Charlie is chastised by her friend's father for wandering off she gets upset before rationalising it...

"Be calm, she said to herself. It's OK, you're not really in trouble. They were just worried about you. They're right. You should have told someone where you were going. They're not being mean. They're just being parents." p39

Similarly when Charlie talks to her mother via phone and tells her she's homesick Mrs Chance is able to tell her that it's normal to get homesick and that adults do as well.

There are actually a few messages in *Above and Beyond*, including the fact that success doesn't always involve winning the prize. As I said, these are obvious to adults but undoubtedly more subtle when applied to young minds.

Other themes to feature in the series include: being committed and believing your dreams are possible; recognising that we all have unique strengths; and a reminder that facing challenges and/or difficult people can mean we ultimately become braver and stronger as a result.

From a commercial and marketing point of view, I'm impressed at series' branding; and my book arrived with a postcard and wristband. Leanne explains this is to help readers remember what Charlie learned in that particular story.



The [Cheer Chick Charlie website](#) is also a great resource for kids and the adults in their lives. There are puzzles to download and games to play. And for the kids there's... #joking

There's also some great Cheer Chick Charlie and cheerleading merchandise available on the site, as well as information about author events and how to buy the books. Even better there's an app to download which will apparently help ~~me~~ (ahem) youngsters learn to be a cheerleader.

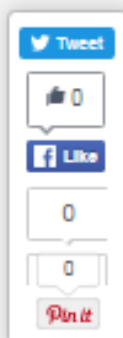
Leanne says that kids as young as 5 are enjoying the books and she gets a lot of testimonials from parents who say Charlie is a great fix for children who've had a hard day. After all, she says...

I think we all need cheerleaders in our life. People to motivate, inspire, encourage and support.

More information about this series featuring Cheer Chick Charlie by Leanne Shea Langdown is available [via the website](#).

BE A CREATOR

14 Sep 2012 2 Comments



I have been inspired by lots of people recently. I feel so lucky and became extremely energetic.

The first and the most important person who inspired me is Leanne Shea Langdown from [Achieve Beyond](#). She is a mum, a blogger of [Deepfriedfruit](#), a coach and the founder of [CheerChickCharlie](#). Since I came to Australia I have been struggling to find my career path again, to figure out how to put together my eight-years work experience in event management, two years study in MBA and Master of Marketing Management, over a year of website and mobile application design and development management, one year intensive practice in social media marketing and of course my passion about photography. After I joined Leanne's workshop, co-organised by Canberra Business Point, I suddenly realised how my hats can come together. Immediately after I came back from the workshop, I re-organised my day-to-day time table like what Leanne did, and set up my goal as "help the marketing efforts by leveraging aesthetics and advanced social media strategies to create brand appeal". At that time, I had a strong desire to help CheerChickCharlie to "achieve beyond".

However, that was just a vision. I still didn't exactly know how I can help Charlie, although I did know all my skills can be useful for Charlie. Then I had a chat with another friend Aj, a film maker, and told him what's in my mind right before the Canberra Business Award night. He simply said: told Leanne what you just told me. So I did. I didn't know where my courage and energy came from but I just did it. It wasn't like the me before but I approached Leanne so naturally. I've networking a lot during the past two months, and I suddenly became a great networker. Maybe this is something in my blood.

CHEER CHICK CHARLIE: WHAT'S IMPOSSIBLE TODAY....

FEBRUARY 20, 2015 BY ESSENTIALLYJESS — 12 COMMENTS



This is a review for *Cheer Chick Charlie*

I received products in exchange, but all opinions as always, are my own.

The first time I met Leanne Shea Langdown, she was 'just' Leanne from *Deep Fried Fruit*, (although there is nothing 'just' about that), wearing a gorgeous dress. We chatted about that dress in a group of people at a Digital Parents Conference, and honestly that's one of the most memorable parts of the night.

Apart from ambushing people in the toilets afterwards, but that's a story for another time.

Later that night, Leanne won a trip to Disney Land, and I think we were all both pleased for her, and a little jealous. She had a great dress and a trip; that's a good combo to have. 😊

Some time later, I became aware that she wasn't 'just' Leanne with the great dress, and the blog and the trip to Disneyland, but she was also Leanne the author.

Not only does she have a very cool blog that she maintains daily, but she has also developed a series of books about a ten year old cheerleader called Charlie, who is athletic, fun, kind and quite inspirational.

I discovered all this at about the time that I was in the throes of self publishing myself, so I was very intrigued by what she had done, and I may have picked her brain about a few things. She gave me quite a bit of information, but one thing that really stuck with me was her attitude; she is just as much a cheerleader as her fictional character is, and she encourages each of us to be the same. It inspired me to buy the first four books for my girls*, and it was a great investment. I knew that Taylah in particular would love them.

I was right. She read those four books in the series in about a week, and then started them again, asking if I could launch a cheerleading club for her and her friends.

It was sweet that she thought me that coordinated. 😊

Now I couldn't fulfil that wish, and sadly we left Darwin two lessons after having found an actual cheerleading club, but the love of it still lives on in Charlie and her books, and so who better to do this review than her?

ME: What do you like about Cheer Chick Charlie?

TAYLAH: I like that it's very inspirational and that it's fun to read and that Charlie has got a whole lot of good friends.

ME: What do you like about Cheer Chick Charlie?

TAYLAH: I like that it's very inspirational and that it's fun to read and that Charlie has got a whole lot of good friends.

ME: What's the main message you have taken away from the books?

TAYLAH: That no matter what may seem impossible, it might seem possible tomorrow.

ME: Do you think Charlie is a good role model for girls and why?

TAYLAH: Yes. I think she is a good role model because she perseveres and she always wants to make everyone feel included. She does her best in her friendships which encourages girls to do the same.

ME: Which book is your favourite?

TAYLAH: The Strength of a Smile. I like it because it shows that just a smile can change someone's world. And it's got all the boys in, and they are being nice now. The bully starts to be nice and help in the hospital.

As a mother, that's the kind of story I want my kids reading. Something that leaves them feeling that not only is anything possible, but that being kind to others is one of the greatest things you can do.

One thing that I've taken away from both Cheer Chick Charlie and Leanne is that you really can do anything. You don't have to sit around and wait for amazing things to happen; you can do it. Start a cheerleading club, create your own brand of motivational fictional characters, join a band, make an app, whatever it is, you want to do. You *can* do it. And you *should* do it. That's kind of the point.

Because what seems impossible today, might seem possible tomorrow, so you shouldn't stop dreaming and trying.

