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**Contact:**

Angie Houck / [Darby Communications](http://Darby Communications)  
[angie@darbycommunications.com](mailto:angie@darbycommunications.com)  
828.254.0914 o / 828.337.6455

## **Headsweats Partners with Venus de Miles All-Women's Road Rides and Run**

*Cincinnati, OH – June 4th, 2015* – [Headsweats](#), the world leader in performance headwear for athletes, is excited to announce their partnership with [Venus de Miles](#), the first all-women's athletic events in Colorado and Illinois. Since its inception in 2008, more than 12,000 women have participated in the event, a celebration of sisterhood.

This year's Venus de Miles rides will be held in Lake Forest, IL, on July 25<sup>th</sup>, and in Boulder County, CO, on August 29<sup>th</sup>. The Boulder County ride will offer 30-mile, 62-mile and 100-mile course options, while the Lake Forest event has 25-mile and 62-mile rides and an all new 5k run/walk option. Venus de Miles events are for all skill levels and they feature courses that accommodate any active woman, whether it's her first event or her hundredth.

"Not only do the Venus de Miles events support female athletes and cyclists of all ability levels, but they do it all for an incredible cause, which we fully support," says Mike McQueeney, President of Headsweats. "We couldn't be more thrilled to be aligned with an organization that is so committed to giving back to their community."

One of the many highlights of the Venus de Miles rides are the "Men-In-Drag" support crews present throughout the ride. Husbands, brothers, friends and supporters come dressed in their finest ladies attire, and provide encouragement to the riders and offer mechanical help and on-course safety. Athletes participating in the Venus de Miles events, as well as the Men in Drag Crew, are all encouraged to fundraise for [Greenhouse Scholars](#), an education organization that provides comprehensive personal and financial support to extraordinary college students from low-income communities.

"We are thrilled to have Headsweats as a partner and truly appreciate their support of our events and Greenhouse Scholars," said Andrea Suponcic, Venus de Miles co-director. "Through this partnership they are demonstrating a great commitment to active women and the next generation of community leaders."

This year, Venus de Miles is offering participants a special registration offer. Those who commit to fundraising \$200 for Greenhouse Scholars by July 12, 2015, will be able to register for only \$30, and will receive a free Venus de Miles Headsweats visor. For more information, visit [www.venusdemiles.com](http://www.venusdemiles.com).

### About Headsweats

The Headsweats line includes ultra-light, supremely wicking performance headwear that dominates the triathlon, cycling, running and endurance markets. A spirit of innovation and well-developed partnerships, along with unsurpassed customer service, has established Headsweats as a market leader for more than a decade. With a dedication and commitment to cutting-edge materials, innovative designs and the most comfortable, best fitting headwear in the industry, the Headsweats team is constantly looking towards the future of performance headwear. Keep a cool head.  
[www.headsweats.com](http://www.headsweats.com)

### About Venus de Miles

Venus de Miles is an all-women's, non-competitive athletic event held in Colorado since 2008 and Illinois since 2012. The events welcome women of all ages and ability levels. At both events, participants can choose from road ride course options of varying lengths; new to Illinois in 2015 is a 5k run option. Known as an exceptional experience, participants are treated to great support on and off the course. The event is organized by and benefits Greenhouse Scholars, a non-profit education organization that serves exceptional college students from low-income communities in Colorado, Illinois, and Georgia.  
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