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Headsweats is Official Headwear Partner of MultiRace For Second Year

Boulder, CO – *April 15, 2018* – Headsweats, the leading manufacturer of performance headwear, is excited to announce its partnership with multi-sport event management company, MultiRace, for the second year in a row. As part of the partnership, Headsweats will be the presenting sponsor of the Mack Cycle Miami Man Half Iron and International Triathlon, Duathlon and Aquabike, an event that also coincides with USA Triathlon’s Multisport National Championship Festival for the weekend of November 10-11, 2018. To celebrate and promote their involvement, Headsweats will be giving away five entry bibs to the Miami Man race through a contest on their social media channels later this year.

Based in Florida and established in 2002, MultiRace creates innovative, challenging and exciting triathlon, duathlon and running events that empower racers to achieve their personal best. They manage more than 30 running, cycling, and swimming events per year, including the Las Olas International Triathlon and Key West Triathlon.

“MultiRace is an extremely dedicated organization committed to producing quality endurance events for athletes and spectators alike,” states Mike McQueeney, President of Headsweats. “We’re very excited to provide them with custom performance visors for their races.”

Headsweats, now in its 20th year, has been manufacturing cutting edge performance headwear for more triathlon finishers and podiums than any other headwear company. Their race hats, visors and cycling caps have been featured in high-profile events such as the Tour de France and US Military Endurance Sports.

Headsweats was founded in 1998 by shoe industry veteran and avid cyclist, Alan Romick, who was frustrated by the perils of forehead sweat dripping down from his helmet. Romick set out to develop performance headwear that would wick moisture and dry quickly. Starting with a single product available in just four colors, the “Cotton Classic” quietly became the elite athlete’s secret weapon, expanding to over 17 different products available in over 140 different colors and styles.

Today the Headsweats product line includes washable, lightweight, supremely wicking hats that dominate the endurance running, cycling, triathlon, rowing, and adventure racing markets. The company’s unconditional product warranty and unsurpassed customer service combined with their spirit of innovation has led them to be the world leader in performance headwear.

For more information on the Headsweats visit headsweats.com or email Erin Bowers at erin@darbycommunications.com.

About Headsweats

Headsweats is the leader in ultra-light, supremely wicking performance headwear that dominates the triathlon, cycling, running and endurance markets. For over 20 years, Headsweats has established itself as the frontrunner in technical headwear by combining the spirit of innovation and unsurpassed customer service with well-developed partnerships including the Challenged Athletes Foundation, Team RWB, Team in Training, National Park Foundation, National Down Syndrome Society and IMBA. Headsweats is dedicated to providing the highest quality headwear in the industry using innovative materials and designs. Keep A Cool Head. www.headsweats.com