



FOR IMMEDIATE RELEASE

CONTACT: Angie Houck
angie@darbycommunications.com
828.254.0914 office / 828.337.6455 cell

Headsweats Announces its 2014 Ambassador Team

Cincinnati, OH – April 10, 2014 – Headsweats, the leader in performance headwear, has announced its ambassadors for the 2014 season. Chosen for their leadership and accomplishment in their chosen sport, this group includes 30 individuals and three teams competing in sports from running to rowing and triathlons. Headsweats Ambassadors come from all over the US and include men and women who've competed in everything from 5k's to Ironmans®.

"Ambassadors are a key part of what we do at Headsweats," says Headsweats president Mike McQueeney. "These athletes not only have their own impressive accomplishments, but they inspire others to achieve more by sharing their knowledge and skills at races and events and leading by example."

This year's Headsweats Ambassadors include Team Every Man Jack, a group of elite male athletes who train for triathlons together; Hideki Kinoshita, a charity runner who has run marathons in all 50 states, and Nicole Kesten, a full-time working mother, blogger and Ironman athlete. This diverse group of athletes will represent Headsweats while training, at the races in which they compete and through their online presence. In addition, Headsweats' ambassadors will be instrumental in testing and supplying feedback for future products and designs for the brand.

Headsweats headwear, made from lightweight, ultra-wicking fabric, is designed to keep athletes comfortable throughout training and competition. Founded by elite athlete Alan Romick in 1998, Headsweats helps athletes achieve their goals while competing in triathlon, cycling, running and endurance races.

The complete roster of 2014 Headsweats Ambassadors includes: Mark Seigers, ultra runner; Bryan Lamb, multi-sport endurance athlete; Aimee Newman, runner; Dustin Hinton, triathlete; Hideki Kinoshita, marathon runner; Amanda Remlinger, triathlete; Jeff Williams, runner; Debbie Harris, runner; Nicole Kesten, endurance athlete; Sue Tate, runner; Linda Garbo, runner; Andrea Nunez-Smith, triathlete; Team Technu, adventure racing; Otto Lam, marathon runner; University of Colorado Rowing Team; Lonnie St. John, runner; Kris and Mindy Przeor, runners; Mixed Nuts Adventure Racing Team;

Danielle Hastings, marathon runner; Ed Shepherd, multi-sport athlete; Daniel Cassidy, triathlete; “Sherpa” John LaCroix, ultra runner; Maggie Gutrl, ultra runner; Team Everyman Jack, triathletes; Meredith Atwood, multi-sport athlete; Justine Gillette, marathoner; Cynthia Steele, runner, triathlete; Stuart Barrington, multi-sport endurance athlete; Gordon Harvey, ultra runner; Anthony Chan; marathoner. For more information on Headsweats Ambassador team, contact Angie Houck of Darby Communications at angie@darbycommunications.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

#