



**FOR IMMEDIATE RELEASE**

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### **Headsweats Joins the Fight for Public Lands with the Public Lands Alliance**

Boulder, CO – December 13, 2017 - Headsweats, the leading manufacturer of performance headwear, is proud to announce its support of the Public Lands Alliance. Headsweats will be recognized as a Benefactor level sponsor of the organization in 2018 and will attend the annual trade show and convention where businesses, nonprofits, and agencies come together to network and learn for the benefit of public lands.

The corporate partnership with the Public Lands Alliance is part of Headsweats' ongoing commitment to support and promote public lands, which began earlier this year with the launch of their National Park Performance Truckers. The collection features iconic wild spaces from around the country and donates 20 percent of sales to the National Park Foundation, the official charity of America's national parks and founding PLA-member.

"As a Colorado-based company, supporting public lands is a natural fit," says Headsweats President Mike McQueeney. "Having the beautiful Rocky Mountains in our backyard is the best motivation for bringing awareness to the fact that public lands need to be cherished, supported and experienced. We feel an obligation to do so, and we're honored to support the Public Lands Alliance in 2018."

Headsweats will be a vendor and exhibitor at the PLA's 2018 Convention and Trade Show from February 25 – March 1 in Palm Springs, California. At this event performance headwear, including the National Parks Collection, will be made available to PLA's expansive network of representatives from organizations around the country supporting America's public lands.

Headsweats is proud to support the Public Lands Alliance's education and training efforts which in turn enhance the visitor experience in our nation's parks, forests, refuges and protected areas. Together this collaboration of nonprofit and business is enabling public lands across the country to be more accessible, enjoyable and appreciated for generations to come.

For more information and to learn about Headsweats nonprofit partnerships, visit www.headsweats.com or follow on Facebook, Twitter and Instagram.

### **About Headsweats**

Headsweats is the leader in ultra-light, supremely wicking performance headwear that dominates the triathlon, cycling, running, and endurance markets. For over 15 years, Headsweats has established itself as the frontrunner in technical headwear by combining the spirit of innovation, unsurpassed customer service and well-developed partnerships with high profile events and brands such as Tour de France, US Military Endurance Sports, Loudmouth and Challenged Athletes Foundation. With a dedication to seeking out and using innovative materials and designs, Headsweats makes the highest quality headwear in the industry. Keep a cool head. [www.headsweats.com](http://www.headsweats.com).

### **About The Public Lands Alliance**

The Public Lands Alliance, formerly known as the Association of Partners for Public Lands, is the national voice for America's nonprofit public lands partners. Since 1977 the Public Lands Alliance has served as a unified, powerful community dedicated to the preservation, enrichment and enjoyment of America's most treasured places, as well as a leader in growing effective and successful partnerships and a vital network for nonprofit leaders and land managers. The organization began as a conference of cooperating associations that partnered with the National Park Service, yet today, their membership encompasses nonprofit organizations of all shapes and sizes that enrich the diversity of our public lands. [www.publiclandsalliance.org](http://www.publiclandsalliance.org)



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