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## **Headsweats Introduces the Honor Boston Collection** Fifty Percent of Sales Will Go To The One Fund of Boston

March 20, 2014 – Cincinnati, OH – In remembrance of those affected by the 2013 [Boston Marathon](#) attacks, [Headsweats](#) has designed a limited edition Honor Boston headwear collection. Fifty percent of all sales from the Honor Boston Collection will be donated to [The One Fund of Boston](#), which will use the funds to offer assistance to the bombing victims and the greater Boston community.

“As avid supporters of the running community, we wanted to find a way to honor those who were affected by the terrible events that happened at the Boston Marathon last year,” states Mike McQueeney, President of Headsweats. “The Honor Boston Collection provides a way for us to give back while providing support for those who were affected by this tragedy.”

For over 15 years, Headsweats has proudly supported the athletic community with quality, innovative athletic headwear they can depend on when training and competing.

Headsweats is proud to support The One Fund of Boston, which has successfully distributed over \$60 million dollars to victims and their families and will continue to support the ongoing needs of those most affected by the attacks at the 2013 Boston Marathon. The Honor Boston Collection includes 3 unique logos on the new [Eventure Grid Race Hat](#) and [Supervisor](#). You can see the Honor Boston Collection at [www.headsweats.com](http://www.headsweats.com).



For additional information on Headsweats or the Honor Boston Collection, please contact Angie Houck of [Darby Communications](#) at [angie@darbycommunications.com](mailto: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 such as the official headwear of Ironman globally and the official product of the Tour de France, 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)