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Headsweats is on a Roll as Official Sponsor of NBCSN’s “Ask Bobke” Tour de France Coverage

Cincinnati, OH – May 14th, 2015 – Do you dream of crossing the finish line of the Tour de France wearing your very own Headsweats hat signed by the famed sportscaster [Bob Roll](#)? While Headsweats can’t make you a world champion cyclist overnight, the maker of performance headwear can give you the chance to win headwear as the exclusive sponsor of the NBCSN’s “Ask Bobke” segment of the [2015 Tour de France](#) coverage. The colorful commentator’s primetime and late night tour coverage will run each day of the 21 day-long race from Saturday, July 4th to Sunday, July 26th, 2015.

“Bob Roll is a one-of-a-kind commentator who has made Tour de France television coverage a highly-anticipated event in itself,” says Headsweats President Mike McQueeney. “Headsweats is thrilled to be to be sponsoring the “Ask Bobke” segment, and we can’t wait to see what he has in store this year.”

During the on-air coverage of the Tour, fans will have the chance to win exclusive Headsweats products, including hats signed by Bobke himself. Visit Headsweats’ [Facebook page](#) for additional contests and giveaways throughout the tour.

An official Tour de France sponsor since 2008, this will be Headsweats’ fifth consecutive year as the exclusive sponsor of the “Ask Bobke” segment. Additionally, Headsweats sponsored NBCSN’s coverage of [Criterium International](#), [Paris Roubaix](#), [La Fleche Wallonne](#), [Liege Bastogne Liege](#), and [Amgen Tour of California](#) earlier this year. Headsweats will also sponsor the [Criterium du Dauphine](#) in June, the [U.S. Pro Challenge](#) in July, the [UCI World Road Championships](#) in September, and [Paris Tours](#) in October. For more information about Headsweats and their partnerships, please contact Angie Houck 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

