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### **Superior Performance Meets Casual Style with Headsweats' New Performance Trucker Hats**

*Cincinnati, OH – June 15<sup>th</sup>, 2015* – As warmer weather rolls in, athletes are on the hunt for products that achieve the perfect balance between fashion and function. [Headsweats](#), the world leader in performance headwear, is answering the call with the debut of their [Performance Truckers](#). The new collection features casual hats for both men and women with fresh sublimated graphics, 3D embroidery designs, and a look that can be worn anywhere from a long run to out on the town.

“Today’s runners and multisport athletes want high-quality gear that can be worn in every facet of their lifestyle, from their morning workout, to lunch with friends, to a nighttime concert,” says Headsweats President, Mike McQueeney. “The Performance Trucker offers the perfect combination of performance, superior comfort, and style.”



The new line of technical truckers are made with Headsweats’ proprietary Performance Eventure and mesh woven fabrics, which are lightweight, wicking, breathable, and quick-drying. An Eventure terry sweatband wrapped in Eventure knit will help keep perspiration out of the face and eyes and a snap back closure offers a personalized fit. The Performance Truckers are available in a variety of styles, featuring outdoors-themed graphics, five of the Loudmouth Collection prints and sleek logoed designs.

The full line of Performance Truckers can be purchased at [www.headsweats.com](http://www.headsweats.com). They will also be on display at [The Running and Fitness Event for Women](#) in Chicago, IL June 29 – July 1, at Headsweats booth #429 and at [Summer Outdoor Retailer](#) in Salt Lake City, UT, August 5<sup>th</sup> – 8<sup>th</sup>, at Headsweats booth #38191.

#### 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](http://www.headsweats.com)