



FOR IMMEDIATE RELEASE

CONTACT: Angie Houck
Darby Communications
angie@darbycommunications.com
828.254.0914 o / 828.337.6455 c

Headsweats Cools off Athletes with the Debut of the Elite Collection

May 1, 2014 – Cincinnati, OH – [Headsweats](#), makers of technologically advanced headwear for athletes, is pleased to announce the debut of its Elite Collection featuring Icefil® technology to keep athletes even cooler as the competition heats up this summer.

Debuting in June, the Elite Collection will arrive just in time for the brutally hot summer that is expected throughout the United States. The Icefil technology performs extremely well in hot, humid environments, and will be available in Headsweats most popular styles, including the [Race Hat](#), [Supervisor](#), [Topless Headband](#), and [Shorty](#).

“We are constantly striving to bring the finest technology to our products to help our athletes perform at their best,” states President of Headsweats, Mike McQueeney. “Partnering with Icefil allows us to offer a product to our customers that will help them stay cooler as they train and compete.”



The Elite Collection’s Icefil Cooling Technology manages moisture efficiently while providing evaporative cooling, allowing athletes to stay cool even as their bodies continue to produce sweat. The technology will be particularly effective for endurance athletes, who spend multiple hours performing at high levels of intensity.

For more information on Headsweats and the new Elite Collection, please 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