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Headsweats Channels Its Inner BAMR and Partners with Another Mother Runner For 2014 Event Season

Cincinnati, OH – April 14, 2014 - Headsweats is delighted to announce their partnership with [Another Mother Runner](#) (AMR), a fierce, fun, active community of moms across the nation who share a passion for running, motherhood and living life to the fullest. As a 2014 sponsor, [Headsweats](#) will provide customized headwear with AMR logos and motivational messages for the AMR tribe members. In addition, Headsweats will take part in promotions and events, and supply headwear for AMR's [Ragnar Relay](#) race team.

“Another Mother Runner is a dynamic movement that continues to grow and encourage moms and women to pursue their running goals,” states Headsweats president Mike McQueeney. “We are inspired by this motivated group of women and are proud to support them.”

Dimity McDowell and Sarah Bowen Shea founded Another Mother Runner in 2010 after the publication of their first book, [Run Like a Mother](#). To supplement the book, the authors developed podcasts and the website AnotherMotherRunner.com as a way to support mother runners across the nation. Another Mother Runner now has tens of thousands of followers who virtually cheer each other along on the brand's highly engaged Facebook [page](#). Additionally, Sarah and Dimity host Mother Runner parties throughout the nation to bring together like-minded mother runners for a night of camaraderie, encouragement and product giveaways from their extensive list of marketing partners. Headsweats ultralight, performance headwear will be given away at house parties and available on the Another Mother Runner online [store](#) this spring with custom designs for AMR fans and followers.

“Headsweats provides the perfect combination of performance and style for active mother runners,” says AMR co-founder Sarah Bowen Shea. “Dimity and I are both huge fans of the brand and are thrilled to be partnering with them for 2014. And Headsweats custom-designed hats for our tribe sell out in no time.”

For more information on Headsweats 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

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