

Headsweats Announces Sponsorship of Ask Bobke Segment During Tour de France

Headsweats, official headwear company of the 2014 Tour de France, has announced that they will once again be sponsoring the Ask Bobke segments of this year's Tour de France coverage. The Ask Bobke segments have become a fan favorite since 2004, and are hosted by Bob Roll, a five time Tour de France cyclist.

Headsweats, the official headwear company of the 2014 Tour de France, has announced that they'll be sponsoring Ask Bobke for second year in a row. The popular NBC Sports segment is hosted by Bob Roll, a five time Tour de France cyclist. The segment has become a fan favorite since it started in 2004, giving Tour de France enthusiasts an opportunity to ask the experienced cyclist their questions about the world-famous sporting event.

"This is the biggest cycling event of the year and we're thrilled to be a part of it," said Headsweats founder Alan Romick. "Not only is our company sponsoring Ask Bobke again this year, we've also introduced an exclusive line of Tour de France branded products."

As the official headwear sponsor of the race, the company has introduced a line of over a dozen Tour de France hats to their popular athletic wear line, including a hat in honor of the Ask Bobke segment. The company expanded their selection of Tour de France hats this year in honor of the race's 100th year, and now customers will be able to choose from a selection of caps, visors, and skullcaps.

Each of the hats have the same sweat wicking technology that have made the company's hats popular with athletes around the world. The hats are ultralight, washable, and made with high quality materials to hold up during even the toughest racing events, like the Tour de France itself.

"Now fans will be able to show their Tour pride whether they are watching the race or out riding their own bicycle," said Romick. "We love this race as much as our customers do, and we're excited to watch all of the Ask Bobke segments again this year."

Customers interested in official Tour de France headwear can visit the company's website at www.headsweats.com. Ask Bobke segments will appear on www.nbcsports.com.

About Headsweats

Headsweats was founded in 1998 after avid cyclist Alan Romick got frustrated with the perils of heavy sweat blindness. He set out to develop headgear that would meet his needs while riding, and with feedback from the cycling community, he developed his first hat and released it in four colors. The hat was a success with athletes around the world, and today the company has over a dozen different products in 140 different colors and styles. Check them all out at www.headsweats.com.