

**NEWS
FOR IMMEDIATE RELEASE**

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Headsweats Teams Up with Backbone Media

BOULDER, CO (June 18, 2019) – Headsweats, the 20-year leader in high performance headwear and apparel, has selected Backbone Media as its PR agency of record. To start, Backbone will support the launch of the Headsweats REPREVE line, consisting of hats and apparel made from recycled plastic bottles.

“Our new REPREVE line is our most exciting product launch in 20 years,” said Mike McQueeney, President and CEO of Headsweats. “REPREVE allows us to reduce our environmental impact and actually improves the performance characteristics of the fabrics in our products. Backbone Media’s proven experience with endurance and active lifestyle brands makes them an ideal partner to tell our brand story and promote our best products yet.”

With headquarters in Boulder and in business since 1998 by cyclist Alan Romick with a single cotton cycling cap style, Headsweats now offers hundreds of high-quality products ranging from truckers and visors to headbands and beanies and winter accessories. Headsweats also offers a complete line of customizable technical headwear and apparel to optimize athletic performance.

Unifi, the trusted sustainable global solutions provider behind REPREVE fiber, has recycled over 16 million plastic bottles to date, which are then cleaned, broken down, and processed by their state-of-the-art extrusion and texturing process. The end result is moisture-wicking, quick-drying, temperature-regulating, water-repelling, odor-controlling, comfortable and lightweight REPREVE fabric.

Headsweats’ new collection of REPREVE cycling caps and performance shirts includes hats, headbands, skull caps and technical t-shirts.

For more information, visit booth #46068UL at Outdoor Retailer in Denver between June 18 – 20 or visit www.headsweats.com/repreve

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About Headsweats

Considered the “secret weapon” for serious athletes and active lifestyle enthusiasts alike, Headsweats is recognized as the world leader in ultra-light, supremely wicking headwear and athletic apparel. Starting with the Cotton Classic cycling cap in 1998, the full line now offers hundreds of high-quality products including hats, truckers, visors, active headbands, beanies, winter accessories, and more – all backed by an unconditional warranty. With the ability to create unique, custom apparel as well, Headsweats is sought-after to help personalize apparel and optimize performance whether training at the gym, hiking the trails, pounding the pavement or celebrating on the podium. Headsweats designs are inspired by real life, tested by real athletes and trusted around the world. For more information visit [Headsweats.com](https://www.headsweats.com).

About Backbone Media

[Backbone Media](https://www.backbone-media.com) targets, engages and inspires the active lifestyle market through public relations, social media, content creation and media planning and buying. For over 20 years, Backbone has worked with leading outdoor gear, apparel, technology, food and beverage brands, as well as tourism destinations around the world. Backbone has offices in Carbondale and Denver, Colorado.