



## **AHEAD Products to be Featured at THE PLAYERS Championship**

**New Bedford, Mass. (March 12, 2019)** – Golf fans can once again find [AHEAD](#) products featured at The Players Championship, to be played in Ponte Vedra, Florida this week at TPC Sawgrass. As part of its ongoing partnership with The PGA Tour, AHEAD’s innovative headwear and accessories will be available onsite at the PGA TOUR Fan Shop.

In addition, AHEAD is again supplying the headwear for the tournament’s 2,000+ volunteers.

Among the company’s latest headwear styles available for purchase at the merchandise shops include an adjustable hat with The Players logo on the front, accented by an outline of the state of Florida on the side. Attendees can find AHEAD’s headwear and accessories for sale at the two PGA TOUR Fans Shops — one located near the 17<sup>th</sup> hole (the iconic “Island Green”) at The Players Welcome Experience, the other between the 18<sup>th</sup> hole and Clubhouse at Sawgrass Square.

The Players – often referred to as the PGA TOUR’s “fifth major” due to its prestige and large purse – annually lures the world’s top players. Among past champions scheduled to play this year are Tiger Woods, Phil Mickelson, Rickie Fowler, Jason Day, Adam Scott, Henrik Stenson, and defending champion Webb Simpson.

Jim Furyk is among active professional golfers who wear AHEAD gear on the course. Golf legends Jack Nicklaus and Annika Sorenstam wear AHEAD exclusively. When The Players was known as the Tournament Players Championship from 1974 to 1987, Nicklaus was a three-time champion.

For additional information on AHEAD, visit its website at [www.Aheadweb.com](http://www.Aheadweb.com).

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