



## AHEAD to Provide Officially Licensed Kentucky Derby Merchandise

*Headwear, Apparel, Accessories Highlight Offerings for 144<sup>th</sup> Annual 'Run for the Roses'*

**NEW BEDFORD, Mass. (May 1, 2018)** — *And they're off!* With those three words, Saturday's 144<sup>th</sup> annual Run for the Roses will be on at Churchill Downs Racetrack and, for the third consecutive year, AHEAD licensed Kentucky Derby merchandise including headwear, accessories, and apparel is available at the event. All merchandise, adorned with the official 2018 logo, is available this year online and at two retail stores located at the racetrack in Louisville as well as other on site event week venues.



AHEAD is offering an array of men's hats, including sun hats, horse-and-jockey T-shirts, divot repair tool and ball marker sets, and golf towels. Under its Kate Lord brand, the company also is providing women's hats and sun visors.

"We have enjoyed a successful three-year partnership with Kentucky Derby retail," said Anne Broholm, CEO, AHEAD. "In addition, this year we are also proud to have partnered with Fanatics on both the fixturing for several on-site venues and also the online merchandise assortment for this great event." She added, "The first Saturday in May is always special because of the Derby's grand tradition, and we're thrilled to be involved in multiple ways."

AHEAD Kentucky Derby products are available online at the Kentucky Derby Store, [store.kentuckyderby.co](http://store.kentuckyderby.co). Merchandise also is available on-site at the Kentucky Derby Museum Shop, [derbymuseumstore.co](http://derbymuseumstore.co), and Churchill Downs Gift Shop, [ChurchillDowns.co](http://ChurchillDowns.co). The Museum Shop is located at Gate 1 at Churchill Downs and typically open seven days a week but closed on Derby Day, while the Gift Shop is located inside the Paddock Gate entrance and open on race days from gate opening time until 30 minutes after the final race.

In addition to its relationship with the Kentucky Derby and Fanatics, AHEAD has forged many other key partnerships, including the Westminster Dog Show and the United States Tennis Association, as well as numerous golf partnerships, including the USGA, PGA of America, PGA Tour, Nicklaus Companies, Arnold Palmer Enterprises, and ANNIIKA Foundation. For a complete list of AHEAD's partnerships, visit [ahead-web.com/partners-affiliation](http://ahead-web.com/partners-affiliation).

For more information about AHEAD, visit [aheadweb.co](http://aheadweb.co). To access the company's online shop page, visit [aheadusashop.co](http://aheadusashop.co).

**About AHEAD** | [www.aheadweb.co](http://www.aheadweb.co)

Founded in 1995, AHEAD is a multi-dimensional brand with a proven track record of success distributing headwear, apparel, and accessories to the green grass, resort and corporate markets. Its single focus of providing quality products, with innovative, high-quality design, and merchandising concepts has led to more than 20 years of continued growth and expansion. AHEAD is a leading supplier of headwear to the USGA, PGA of America, Ryder Cup and numerous PGA Tour events in addition to more than 5,000 green grass and resort shops throughout the world. Among active professional golfers who wear AHEAD gear on the course are Jim Furyk and Brittany Lincicome. Golf legends Jack Nicklaus and Annika Sorenstam wear AHEAD exclusively.

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