



AHEAD Announces Support of 2018 Troon Challenge

All participants in 16th annual event will receive official event hat



NEW BEDFORD, Mass. (April 13, 2018) — AHEAD – one of the country’s most recognized headwear brands for the green grass, resort, and corporate markets – announced it will serve as a supporting sponsor of the 2018 Troon Challenge. In its sponsorship role, AHEAD will provide the 1,000+ participants with an official event hat.

Troon's largest amateur golf event, the 16th annual Troon Challenge kicks off Sunday (April 15) with regional qualifying events in Arizona and California, and will continue through October at 37 facilities in 13 states. Two-person teams in both net and gross divisions will compete to qualify for a spot in the Troon Challenge National Finals, Dec. 7-9 in Scottsdale, Ariz., on Troon North Golf Club’s Pinnacle and Monument courses. AHEAD also will be providing an official hat for all finals participants.

“We appreciate AHEAD’s partnership with this Troon event that involves golfers from coast to coast,” said Kris Strauss, senior vice president, sales and marketing, Troon. “The Troon Challenge is certainly one of Troon’s ‘anchor events’ and one that our Troon Cardholders, and many others look forward to participating in. We are confident that this year’s Troon Challenge participants will love their custom AHEAD Troon Challenge cap, and we certainly appreciate our broader partnership with AHEAD throughout the year.”

Along with providing products to both qualifying participants and finalists, AHEAD will have a strong brand presence on social media platforms, on the Troon website and signage.

The 2018 Troon Challenge is presented by Callaway Golf. Joining AHEAD as supporting partners are Experience Scottsdale, Pepsi, and Ship Sticks. Scoring will be powered by Golf Genius. For more information or to register for the 2018 Troon Challenge presented by Callaway Golf, visit www.TroonChallenge.co

In addition to its relationship with Troon, AHEAD has forged many other key partnerships in the golf industry, including the USGA, PGA of America, PGA Tour, the Nicklaus Companies, Arnold Palmer Enterprises, and ANNIKA Foundation. For a complete list of AHEAD's partnerships in golf, as well as in other industries, visit www.aheadweb.com/partners-affiliation.

For more information about AHEAD, visit www.aheadweb.co. To access the company's online shop page, visit <https://aheadusashop.com/collections/jack-nicklaus>.

About AHEAD | 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.

###

Media Contact:

Karen Moraghan

Hunter Public Relations

kmoraghan@hunter-pr.co

908/963-6013