



## **AHEAD Partners with Muirfield Village Golf Club at This Week's Memorial Tournament**

*PGA TOUR Event Presented by Nationwide Showcases AHEAD's Partnership  
with Jack Nicklaus and the Nicklaus Companies*

**Dublin, Ohio (May 29, 2018)** — [AHEAD's](#) longstanding partnership with the [Memorial Tournament presented by Nationwide](#), founded and hosted by Jack Nicklaus, continues this week with the 43<sup>rd</sup> edition of the PGA TOUR event at Muirfield Village Golf Club in Dublin, Ohio. Not only has AHEAD served as the exclusive headwear supplier for the event's more than 2,500 volunteers for 20 years, but the company is again staging the tournament's three merchandise tents where official gear is available.

AHEAD recently extended its relationship with long-time partners, Jack Nicklaus and the [Nicklaus Companies](#) and will continue producing the exclusive branded headwear collection for the Nicklaus Companies, including the iconic Jack Nicklaus and Golden Bear trademarks. Earlier this spring, AHEAD announced the launch of its new [Jack Nicklaus Majors Collection](#), which features headwear styles created as a tribute to the game's most decorated champion with 18 major titles. A new cap in the collection will be introduced next month in time for Father's Day.

Memorial Tournament merchandise featuring AHEAD logoed hats, shirts, active wear, and accessories is available at three different outlets around Muirfield Village Golf Club. The tents are open 7 a.m. to 8 p.m. through Sunday.

"AHEAD has been a terrific partner for a number of years," said Larry Dornisch, PGA Head Professional, Muirfield Village GC. "AHEAD's Tracy Wilson (national sales manager, resort and tournament divisions) and Devon Holden (Ohio sales representative) do an incredible job setting up all three merchandise areas. Their fixturing really accents the space — the bright white does a great job helping to showcase

all the products. The commitment from AHEAD is paramount for the success of our merchandise tents during Memorial Tournament week.”

Tiger Woods, a five-time winner of the Memorial, is returning to play in the tournament for the first time since 2015. Woods joins a star-studded field, including World No. 1-ranked Justin Thomas, Dustin Johnson, Jordan Spieth, Rickie Fowler, Rory McIlroy, Jason Day, Patrick Reed, and defending champion Jason Dufner.

For more information about AHEAD, visit [aheadweb.com](http://aheadweb.com). AHEAD’s complete line of Nicklaus headwear, including the new Majors Collection and the new Father’s Day cap, are available for purchase at the company’s online shop —<https://aheadusashop.com/collections/jack-nicklaus>.

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

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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