



AHEAD Products to be featured at The Arnold Palmer Invitational



NEW BEDFORD, Mass. (March 1, 2019) - [AHEAD](#), the innovative headwear, apparel and accessories company, is pleased to be a featured brand at the Arnold Palmer Invitational presented by Mastercard.

AHEAD has enjoyed a long-term partnership with Arnold Palmer Enterprises and his namesake tournament, providing merchandising support as well as Invitational logo headwear, apparel, and accessories.

For the past several years AHEAD has worked closely with Fanatics to help take the fan shopping experience to the next level. This year's headwear offering showcases a modern assortment of new graphics, styles, and colors while still staying true to the Arnold Palmer brand.

According to AHEAD CEO Anne Broholm, the Arnold Palmer relationship has been a key partnership for many years.

"We are thrilled to continue our strong connection with the Arnold Palmer brand and honored to play a key role in the Arnold Palmer Invitational presented by Mastercard," Broholm said. "We are committed to helping continue Mr. Palmer's great legacy and brand through our work with Arnold Palmer Enterprises. This longstanding partnership with one of the true legends of golf is both an honor as well

as a tribute to AHEAD. Mr. Palmer’s legendary brand transcends golf and aligns perfectly with positioning in our key markets,” she added.

Two other golf legends – Jack Nicklaus and Annika Sorenstam – exclusively wear AHEAD products.

AHEAD has established partnerships with the USGA, PGA of America, and Ryder Cup as well as numerous PGA Tour events, PGA Retirement Plus and the ANNIKA Foundation.

For additional information on AHEAD, visit its website at www.Aheadweb.com.

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