



AHEAD, The PGA of America Announce Partnership Extension



NEW BEDFORD, Mass. (April 17, 2019) – [AHEAD](#) and [The PGA of America](#) have extended their partnership agreement through 2021. AHEAD will provide licensed products for the PGA’s spectator events, including the 2019 PGA Championship to be played at Bethpage Black in Farmingdale, N.Y., May 16-19.

The three-year extension continues the long-term partnership between The PGA of America and AHEAD, a leading provider of headwear, apparel and accessories to the green grass, resort, collegiate, and corporate markets.

“AHEAD has been a long and valued partner of ours and we enjoy collaborating with them on creative merchandise ideas for our events,” said Mike Quirk, who is in his seventh year as Senior Director of Merchandising & Licensing for The PGA of America. “It is partnerships such as the one we have with AHEAD that contribute to the success of our annual championships.”

The AHEAD Fixtures Division recently completed a redesign of the dedicated event fixturing system to showcase AHEAD products at these events. This updated fixture package will debut at this year’s PGA Championship at Bethpage Black.

“We value our long-standing partnership with The PGA of America and the opportunity over the next 3 years to play a significant role at the Senior PGA Championship, KPMG Women’s PGA Championship, PGA Championship and, of course, the 2020 Ryder Cup,” said Anne Broholm, CEO, AHEAD.

In addition to the PGA of America, AHEAD has established partnerships with Arnold Palmer Enterprises, Nicklaus Golf, the USGA, PGA Tour, The Champions Tour, The Open Championship, the ANNIKA Foundation, numerous PGA Tour events, and many other organizations, events and foundations. For a complete list of AHEAD's partnerships in golf, as well as in other industries, visit www.aheadweb.com/partners-affiliations.

AHEAD is best known for its premier headwear collections that feature original approaches to logo embroidery options. Founded in 1995, AHEAD has been able to capitalize on the golf industry's desire for high-quality graphics on headwear and an array of garments.

Professional golfer Jim Furyk wears AHEAD gear on the course. Golf legends Jack Nicklaus and Annika Sorenstam also wear AHEAD headwear exclusively.

For additional information about the company, visit www.aheadweb.com.

###

Media Contact:

Karen Moraghan

Hunter Public Relations

kmoraghan@hunter-pr.com

908/963-6013