



## **AHEAD to Again Provide Officially Licensed Kentucky Derby Merchandise**

*Headwear, Apparel, Accessories Highlight Offerings for 145<sup>th</sup> Annual ‘Run for the Roses’*

**LOUISVILLE, Ky. (May 1, 2019)** — With favorites such as Game Winner headlining Saturday’s field at the 145<sup>th</sup> annual Run for the Roses, horse racing fans will be looking to score their own wins with official event merchandise. For the fourth consecutive year, AHEAD is proud to partner with the iconic Churchill Downs to offer [AHEAD](#)-licensed Kentucky Derby merchandise — headwear, apparel, and accessories — will be available at two on-site retail stores at the Churchill Downs track.

AHEAD is offering an array of men’s hats, including sun hats, horse-and-jockey T-shirts, divot repair tool and ball marker sets, custom coasters, and golf towels. Under its Kate Lord brand, the company also is providing women’s hats and sun visors. For a complete look at AHEAD’s Kentucky Derby ’19 merchandise, visit <https://store.kentuckyderby.com/?query=AHEAD>.

“It may be the ‘most exciting two minutes in sports’ but the Kentucky Derby is something we’ve been working toward for several months,” said Anne Broholm, CEO, AHEAD. “We again are proud to be partnering with this iconic venue for what is one of sport’s most treasured events.”

AHEAD event products are available online at the Kentucky Derby Store, [store.kentuckyderby.com](https://store.kentuckyderby.com). Merchandise also is available on-site at the Kentucky Derby Museum Shop, [derbymuseumstore.com](https://derbymuseumstore.com), and Churchill Downs Gift Shop, [ChurchillDowns.com](https://ChurchillDowns.com).

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 ANNIKA Foundation. For a complete list of AHEAD's partnerships, visit [aheadweb.com/partners-affiliations](http://aheadweb.com/partners-affiliations).

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

**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 nearly 25 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. Jim Furyk is among the active professional golfers who wear AHEAD gear on the course; golf legends Jack Nicklaus and Annika Sorenstam also wear AHEAD exclusively.

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