



AHEAD is Official Merchandise Partner of Women’s Golf Day 2019

Company Creates Headwear, Apparel, Accessories to Celebrate June 4 Global Event



NEW BEDFORD, Mass. (May 21, 2019) – [AHEAD](#) announces it is an official merchandise partner supporting [Women’s Golf Day](#) (WGD), scheduled for Tuesday, June 4. AHEAD joins more than 50,000 women and girls, 900 golf courses and 52 countries around the world participating in this international one-day event, which was created to engage, empower, and support women and girls through golf.

Promising to be the largest single-day celebration of women’s golf, this year’s WGD is buoyed by a new partnership with the [ANNIKA Foundation](#), the charitable foundation of Annika Sörenstam, who won 89 international tournaments— including 72 LPGA events and 10 major championships—during her stellar professional career (1992-2008). AHEAD and Sörenstam have enjoyed a long-standing partnership, with the golfing legend exclusively wearing AHEAD apparel on the course.

“AHEAD is especially proud to join thousands of women and girls in many countries by supporting this initiative,” said Anne Broholm, CEO, AHEAD. “And, we applaud WGD founder Elisa Gaudet for partnering with our long-time friend Annika Sorenstam to increase the event’s exposure to help impact more women and girls through the game of golf.”

AHEAD’s official WGD merchandise includes headwear, polo shirts, and bag tags, all designed in the official event colors of cardinal and white. Golf courses participating this year that wish to carry AHEAD merchandise should send an email to womensgolfday@aheadhq.com.

Venues can still register to host an event for Women’s Golf Day 2019 by visiting www.womensgolfday.com and going to “Register a Location.”

In addition to its relationship with Women’s Golf Day, AHEAD has forged many other key partnerships, including with the Kentucky Derby, 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.

For more information about AHEAD, visit aheadweb.com. To access the company's online shop page, visit aheadusashop.com.

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About AHEAD | 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.

About Women's Golf Day

Women's Golf Day (WGD) is a global golf initiative launched in 2016 to introduce women of all ages to the game and encourage existing female golfers to "tee it up" in a fun and highly inclusive environment. The one day, four-hour event spanned 46 countries in 711 locations, and introduced thousands of new golfers to the sport while transcending language, culture, religion, and race to celebrate golf, women, and community. WGD created an incredible global community in two years and has the support of almost every major golfing governing body and organization. WGD's primary hashtag #WomensGolfDay received more than 15 million global impressions to nearly 10 million users across Twitter and Instagram. To learn more about Women's Golf Day and its upcoming event on Tuesday, June 4, visit www.womensgolfday.com, @womensgolfday, #WomensGolfDay

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