



AHEAD Announces Support of 2019 Troon Challenge

All participants in 17th annual event will receive official event hat

NEW BEDFORD, Mass. (May 2, 2019) — [AHEAD](#) – one of the country’s most recognized headwear brands for the green grass, resort, and corporate markets – announced it will serve as a supporting sponsor of the [2019 Troon Challenge](#). In its sponsorship role, AHEAD will provide the 1,400+ participants with an official event hat.

Troon's largest amateur golf event, the 17th annual Troon Challenge kicks off Sunday May 5th with regional qualifying events in California and Connecticut, continuing through December at 34 facilities in 11 states. Two-person teams in both net and gross divisions will compete to qualify for a spot in the Troon Challenge National Finals, Dec. 6-8 in Scottsdale, Ariz., at The Phoenician and Troon North Golf Club. AHEAD also will be providing an official hat for all finals participants.

“Troon challenge is our largest anchor event of the year...and is coming off the best years in the history of the event with over 1,600 participants,” said Kris Strauss, senior vice president, sales and marketing, Troon. “Events like this don’t come together easily and it takes partners like AHEAD to execute and create a truly memorable experience. We are confident that all participants will be impressed by the AHEAD headwear and other surprises I have in store for the participants and national finalists in 2019.”

Along with providing products to both qualifying participants and finalists, AHEAD will have a strong brand presence on social media platforms, on the Troon website and signage.

“We are thrilled to be a sponsor of the Troon Challenge again this year,” said Anne Broholm, CEO, AHEAD. As a partner to Troon Golf, we are honored to support this signature event for the Troon portfolio and have our headwear outfitting some of the games most skilled amateurs from across the country.”

The 2019 Troon Challenge is presented by Callaway Golf. Joining AHEAD as supporting partners are Experience Scottsdale, Pepsi, and Ship Sticks. Scoring will be powered by Golf Genius. For more

information or to register for the 2019 Troon Challenge presented by Callaway Golf, visit www.TroonChallenge.com

In addition to its relationship with Troon, AHEAD has forged many other key partnerships in the golf industry, including the USGA, PGA of America, PGA Tour, the Nicklaus Companies, Arnold Palmer Enterprises, and ANNIKA Foundation. For a complete list of AHEAD's partnerships in golf, as well as in other industries, visit www.AHEADweb.com/partners-affiliations.

For more information about AHEAD, visit www.AHEADweb.com. To access the company's online shop page, visit www.AHEADusashop.com.

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 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. Golf legends Jack Nicklaus and Annika Sorenstam wear AHEAD exclusively.

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