



**AHEAD USA Partners with ClubsHelp Foundation to Further Mission
Donates Product to Launch 100-Hole Challenge**



New Bedford, Mass. (September 30, 2020) – AHEAD USA announced support for the ClubsHelp Foundation, a national organization connecting the club industry, its members, and supporters with causes and charities in their local communities. ClubsHelp serves as a national network equipped to source or provide critical resources to local agencies in times of crisis.

ClubsHelp was initially formed during COVID-19 to meet one club’s desire to make a difference in their local community. Today, this national movement has the focus to *Unite Nationally, Care Locally*.

“We are pleased to join ClubsHelp to support clubs and worthy causes in their local communities,” said Anne Broholm, CEO, AHEAD USA. “By lending a helping hand to clubs around the country and leading by example, we hope to inspire other golf industry vendors and clubs to take the next step and build this worthy initiative.”

To grow the scope of this organization, AHEAD USA will support the communication between the ClubsHelp Foundation and AHEAD USA's community of over 4,000 golf and country clubs.

"It is fitting that a charitable-minded company like AHEAD take a leadership role in supporting this new national movement," said John Lyberger, Director of Golf at Desert Mountain Club. "We at Desert Mountain became involved in ClubsHelp because its' giving focus is on local communities, pinpointing where supplies or financial assistance are most needed."

ClubsHelp Foundation has caught on nationally and is being endorsed by some of the golf's greats including long-time AHEAD partner Jack Nicklaus.

Headwear will be donated to participants in the ClubsHelp 100-Hole Challenge, as well as captains at the organization's 400 member clubs.

To register your club, pledge support, or get additional information, access the web site at www.ClubsHelp.org.

To learn more about AHEAD USA or order products, go to www.aheadweb.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 more than 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. Numerous active professional golfers including Jim Furyk wear AHEAD gear on the course and legends Jack Nicklaus and Annika Sorenstam wear AHEAD exclusively.

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