



AHEAD Partners with Definery As Exclusive Headwear Provider for Sail Boston

New England's Premier Headwear, Apparel and Accessories Company Hand-picked by Definery for 6-Day Celebration of Tall Ships Along Boston Harbor



NEW BEDFORD, Mass. (June 14, 2017) – Two New England institutions are setting sail together: AHEAD has been named the exclusive headwear partner by Definery for one of the state's most exciting upcoming events, Sail Boston, which is set for June 17-22.

[Six custom Sail Boston hats from AHEAD](#) are currently available on Sail Boston's shop website, and all will be for sale throughout the five-day event, which is expected to draw millions of visitors into Boston. Merchandise tents will span the entire waterfront from East Boston through Charlestown, Fan Pier and Fish Pier and down to Castle Island in South Boston.

"We are proud to work with the Definery team to serve as a merchandise partner with Sail Boston," said Anne Broholm, CEO, AHEAD, which has made its home in Massachusetts since being founded 22 years ago. "As a New England-based company committed to giving back to the community where we work and live, this great event is particularly meaningful to us. We're looking forward to a long and successful partnership with one of our area's grand events—Sail Boston."

Sail Boston 2017 will bring nearly 100 international ships to the city's waterfront and will, for the first time since 2000, host the Grand Parade of Sail in Boston Harbor. From 9 a.m. to 3 p.m. on Saturday, July 17, the Grand Parade of Sail will feature a parade of flotillas from Broad Sound into the main channel of the Harbor.

Immediately after the Parade of Sail and continuing through Wednesday, June 21, the ships will be open for free public tours at their berthing areas at Boston Fish Pier, World Trade Center, Fan Pier, and Charlestown Navy Yard. Sail Boston Festivals are scheduled all five days from 10 a.m. to 10 p.m. at Boston Fish Pier and Charlestown Navy Yard, where official merchandise will be sold.

“The privilege of securing the exclusive merchandise license for this quintessential Boston summer event carries a lot of responsibility to find, and partner with, the very best apparel and accessories brands throughout New England,” said Marc Andrew Deley, President of Definery. “It’s comforting to know that AHEAD, and the quality and consistency of their headwear, will be available for the millions of attendees who may wish to take home a Sail Boston hat as a reminder of their experience.”

The tall ships are scheduled to depart Boston Harbor for Canada on Thursday morning, June 22.

For more information on AHEAD, visit www.Aheadweb.com. For more information on Sail Boston, visit www.sailboston.com; to see the event’s officially licensed merchandise, visit <https://sailbostonshop.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 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. Among active professional golfers who wear AHEAD gear on the course are Jim Furyk and Brittany Lincicome. Golf legends Jack Nicklaus and ANNIKA wear AHEAD exclusively.

About Definery | www.definery.com

We are creative. We are strategic partners. We help companies of all sizes “Define” themselves through custom branded merchandise. At Definery, we are not your run-of-the-mill supplier or distributor. Yes, we specialize in engaging promotional items and branded apparel, but we see ourselves as investors and capitalists working to maximize each client’s potential.

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