

NEWS RELEASE

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BUFF® Boasts Additions to Run Ambassador Team for 2017 The Athletes will utilize the brands latest collection of run specific products

Santa Rosa, CA, May 30, 2017 – Buff, Inc., the U.S. subsidiary of BUFF®, creators of versatile performance headwear, is proud to announce its formidable group of running ambassadors for 2017. The world-renowned brand has added accomplished trail runners, Suzanna Bon and Zach Miller to a team already comprising the likes of Anton Krupicka, Ian Sharman, Adam Kimble, Michael Wardian and Gina Lucrezi.

The new and improved team comes at a time when BUFF® continues expanding its line of run products with the additions of innovative designs such as the [BUFF® UV Arm Sleeves](#) and [BUFF® Pack Run Cap](#). Both of these products deliver essential UPF sun protection, are light and packable, and are made from highly breathable fabric that wicks moisture and dries quickly, keeping runners on the trails for longer.

“We are proud of this team who’s constantly pushing the limits.” said Shirley Choi Brunetti, VP and General Manager, Buff, Inc. “It’s great to be able to attract so many prestigious names in the sport. We are extremely happy with our latest innovative running products and can’t wait to see how these amazing athletes utilize them on the roads and trails this season.”

2017 is shaping up to be an exciting year for each of the ambassadors as they take on seemingly impossible challenges, some of which have already been achieved. Michael Wardian was one of 32 men and women to finish the 2017 World Marathon Challenge. Not only did Waridan complete the challenge of running 7 marathons, over 7 days on 7 different continents he was also the fastest ever to do it averaging 2:45:57.

Look for Wardian and Sharman competing for the podium at the 2017 Western States Endurance Run in Squaw Valley, CA this June and others persuing more FKT’s (Fast Known Times) on the trails of North America.

For further information on each of the BUFF® ambassador team and to see what they have been up to lately please visit <http://buffusa.com/life/run.html> or contact Harry Benyon at Harry@OutsidePR.com

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About BUFF®

Founded in 1991, BUFF® is the original multifunctional headwear brand, having premiered and innovated the tubular headwear category. Partnering with superior manufacturers of raw materials and incorporating state-of-the-art fabric technologies such as COOLMAX®, Polygeine®, Polartec® and 100 percent Merino wool, BUFF® has built a world-renowned lifestyle brand recognized by athletes and outdoor enthusiasts for its quality, craftsmanship, and customizable design and style options. BUFF® products are sold in more than 70 countries across the globe and top outdoor sporting retailers across the U.S. Original Buff is headquartered in Spain and its subsidiary, Buff, Inc, is located in Santa Rosa, California.