



NEWS RELEASE

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Buff, Inc. Expands Public Relations Team to Include OutsidePR

Santa Rosa, California, October 8th, 2015 – Buff, Inc., the U.S. subsidiary of BUFF®, creators of versatile performance headwear for runners, cyclists and outdoor enthusiasts, has added OutsidePR to its agencies of record, alongside Pale Morning Media. The outdoor firms will strategically align their resources to further elevate the technical headwear brand within the U.S outdoor and endurance sports markets.

“We’re looking forward to expanding our public relations efforts to tap into new and emerging markets,” said Shirley Choi Brunetti, Vice President and General Manager of Buff Inc. “With BUFF manufacturing multifunctional lines of headwear spanning a variety of sports and activities, this partnership will be instrumental in appealing to a larger lifestyle consumer base.”

Buff, Inc. established its U.S. presence in 2003 and has developed a strong following among outdoor fitness and adventure enthusiasts drawn to the brand’s product versatility and simplicity. With growing popularity among ultrarunners, cyclists, skiers and snowboarders, BUFF’s technical performance and element protection capabilities have put the performance apparel line on athletes’ must-have essentials list for training and racing.

“OutsidePR’s team of ultrarunners, skiers, cyclists and yogis was a natural choice for some of our new strategic initiatives,” said Erin Duckhorn, Marketing Manager at Buff, Inc. “The agency is known for its successful record of bringing interesting brands to the forefront of the media landscape and engaging a broad range of endemic and mainstream consumers. We think that by adding them to Pale Morning’s team of avid fishermen and outdoor enthusiasts, we’re building a great PR team.”

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For additional information on BUFF products and for how-to-wear demo videos, please visit Buffusa.com or contact Spencer Naar at Spencer@OutsidePR.com.

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® models 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.

ABOUT OUTSIDE PR

OutsidePR builds brand awareness for clients in the outdoor, fitness, endurance and ski industries. Representing outstanding brands like GU Energy, Ahnu, Cotopaxi, Moji, AlterG, Beyond Coastal and BULLS Bikes, OutsidePR is a leading public relations agency and is based in Sausalito, California.

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