

NEWS RELEASE

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Buff, Inc. Celebrates National Park Service Centennial Special Edition BUFF® Collection to Benefit American Hiking Society

Santa Rosa, California, February 8, 2016 – This August the National Park Service turns 100 and one Bay Area outdoor brand is celebrating in style. As part of its efforts to celebrate the national parks 100th anniversary, Buff, Inc., U.S. subsidiary of Original Buff, SA and creators of versatile performance headwear, will launch a special edition National Parks Collection featuring six of the U.S.'s most beloved and popular parks.

The vintage-inspired collection celebrates the majesty of America's national parks and features Grand Canyon, Yellowstone, Yosemite, Glacier, Great Smoky Mountains and Rocky Mountain National Parks on the company's popular UV BUFF® headwear. The collection's UV BUFF® headwear blocks 95% of ultraviolet rays* and offers over 12 wearable options - from a headband to a cap to a balaclava – for maximum protection from the sun and elements during park excursions.



“Hikers, campers, backpackers and national park enthusiasts can now commemorate their adventures with this historic souvenir,” said Shirley Brunetti, Vice President and General Manager at Buff, Inc. “In addition to celebrating the centennial, our inspiration for this collection came from a desire to engage the next generation of youth to get outside and learn about the importance of environmental stewardship, conservation and protecting our green spaces. We have 407 national parks in the U.S. and with continued volunteering and community-based support we can successfully preserve them for another 100 years and longer.”

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A portion of the proceeds from the National Parks UV BUFF® collection will directly benefit the [American Hiking Society](#) which promotes and protects foot trails and surrounding natural areas across the nation.

The UV BUFF® National Park Collection will be available in **February 2016**, and can be purchased online for **MSRP: \$25** each at www.buffusa.com. For additional information please 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.

**UV Protection: 95% Samples of fabrics have been tested for erythemally effective UV protection by LEITAT-Textile Technology Institutes in accordance with the standard AS/ NZS4399:1996 "Sun protective clothing-Evaluation and Classification", results ranged from 93.3% (UPF > 15) to 96.7% (UPF>30), averaging 95% UV protection (UPF>20).*

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