



NEWS RELEASE

Contact: Spencer Naar
Spencer@Outsidepr.com

BUFF, Inc. To Serve as Official Headwear Sponsor of BibRave

Santa Rosa, California – Nov 4, 2015 – [Buff, Inc.](#), the U.S. subsidiary of BUFF® and creators of versatile performance headwear for athletes and outdoor enthusiasts, today announced an official sponsorship with [BibRave.com](#), the leading race review site and hub for races, runners, and endurance brands. Beginning in 2016, BUFF will serve as the official headwear sponsor of the BibRave Pros, BibRave.com's large and influential network of running bloggers and ambassadors.

The new partnership comes on the heels of an extremely successful 2015 campaign with BibRave focused on enhancing BUFF's presence across the national running community. The performance headwear brand utilized BibRave Pros' wide-reaching running network of brand-conscious online influencers, in addition to sponsoring #BibChat, BibRave's popular running-themed Twitter chat to showcase the apparel brand's product variety.

"Partnering with BibRave has been a huge asset to our marketing efforts as we work to magnify our reach within the running space," said Shirley Brunetti, Vice President and General Manager at Buff, Inc. "Engaging BibRave's network of bloggers and influencers has allowed us to put new product in the hands of both serious and novice runners. BibRave thoroughly understands the pulse of the running community from a grassroots level, so becoming their official 2016 headwear sponsor was a no-brainer. We're looking forward to continued growth and BibRave's successful social outreach campaigns this next year."

Originally launched in Chicago and currently based out of Portland, Oregon, BibRave.com is a running review site – similar to Yelp or TripAdvisor – where runners review races from around the world, offering feedback and insight on everything from aid stations, course elevation, race management and event expos. The BibRave site also serves as a community hub and partners with dozens of races and endurance brands looking to reach running influencers through its extensive network of ambassadors and social media campaigns.



"We're extremely excited about the partnership and can't wait to have the BibRave Pros rockin' BUFFS at all of our partner races," said Tim Murphy, Co-Founder of BibRave.com. "I personally use one on every single run, and I can't wait for more runners to see BUFF for what it is - an essential piece of running gear."

-more-

[BUFF, Inc. To Serve as Official Headwear Sponsor of BibRave/page 2](#)

For more information on BUFF products visit www.buffusa.com or contact Spencer Naar at Spencer@OutsidePR.com. For races or brands interested in partnering with BibRave.com visit www.bibrave.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 BIBRAVE

BibRave is a place to find and write race reviews, similar to restaurant or hotel review sites but for running races. Users can research races as well as leave feedback on races they've completed. The company was founded in 2013 and is headquartered in Portland, Oregon.

###