



**THE ORIGINAL  
MULTIFUNCTIONAL  
HEADWEAR**  
Since 1992



## Press Information

Date: January 29, 2010 - For immediate release

For further information/Buff® headwear samples please contact Sarah Gowans on [sarah@buffwear.co.uk](mailto:sarah@buffwear.co.uk)

New 2010 sponsors for TheTriathlonCoach.com

TheTriathlonCoach.com and Buffera Ltd have announced a new sponsorship for the 2010 season from Buff® headwear.

Buff® headwear will be supplying 150 custom designed Original Buff® for TheTriathlonCoach.com who will distribute these to their athletes for use in training.

TTC joint head coach Simon Ward said "Buff have a great product that I have used in various guises for many years. We felt that it was time to have our own design and Buff have been tremendously helpful. Not only does this allow us to give something back to our athletes, it also offers us another opportunity to build our brand through subtle product placement"

Buff representative Sarah Gowans added

"We're delighted to be sponsoring TheTriathlonCoach.com in 2010. Buff® headwear is growing in popularity in the sport and we're sure the team will be great ambassadors for the brand, not least, showing their customers their versatility and how to get the most out of them."

Buff® The Original Multifunctional Headwear is available at good outdoor and cycle shops and online at [www.buffwear.co.uk](http://www.buffwear.co.uk). Prices start at £11.00 and the product range is broad enough to offer something to provide protection in just about any weather condition.

Ends

For further information on [www.thetriathloncoach.com](http://www.thetriathloncoach.com) contact Simon Ward on [simon@thetriathloncoach.com](mailto:simon@thetriathloncoach.com)

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