



For Immediate Release

The Headwear Association Kicks-off National Campaign "Headwear for the Homeless"

The Headwear Association teams up with local shelters and non-profit organizations to distribute hats to men, women and children

CHICAGO - January 29, 2008 - As the Winter winds whip through the cities and suburbs across America, we often see men, women and children without the funds or access to proper headwear protection for warmth and survival.

In a unified effort to help the homeless and needy keep warm especially when the temperatures plunge [The Headwear Association](http://www.theheadwearassociation.org) (THA), the oldest association in the hat trade and celebrating its 100th anniversary this year, has asked its members nationwide to sponsor a shelter or non-profit organization in their area and donate warm hats on Tuesday, February 5, 2008.

"Several studies have demonstrated that you lose as much as 80 percent of your body heat through your head. Therefore wearing a hat that covers your head and ears is the best way to keep warm," said Ashley Fichthorn, president of The Headwear Association.

"This campaign is a natural fit for our organization. We've had an overwhelming response from our members to donate warm hats to a worthy cause," said Fichthorn.

THA members will donate more than 5,000 hats including knit, felt hats and other caps to shelters and non-profit organizations across the country.

For more information, please visit the THA website at <http://www.theheadwearassociation.org> or call Susan Weiss at 312-222-1337.

###