



FOR IMMEDIATE RELEASE

Keep Cool and Protected this Summer with High Tech Headwear

Lightweight and breathable fabrics offer year-round comfort

CHICAGO -- July 21, 2009 – Whether you are working or playing outdoors, the key to feeling good and looking great this summer is to wear a hat with breathable fabric.

Hats with lightweight, breathable fabrics will provide safe protection from the sun along with built in ventilation to allow cool air to circulate and keep the sweat off your scalp.

The Headwear Association (THA), a 101-year old hat trade organization, and the creator of the official Headwear Hall of Fame™, Hat Person of the Year™, Hat Day in the Sun™ and Headwear for the Homeless™ recommends the use of technical fabrics for versatility, performance and practicality for warm and cold climates.

“Lightweight breathable fabrics such as microfiber, tight weave mesh, cotton straw and CoolMax provide moisture wicking capabilities to keep sweat off your scalp,” said David Goldman, president of The Headwear Association. “By keeping the sweat off your skin and scalp you reduce the odor and the bacteria associated with sweat and perspiration.”

When hats get wet from perspiration it sticks to the skin and hinders the evaporation process. The evaporation process keeps our body temperature at its appropriate level to keep us cool in the summer and warm in the winter.

When shopping for a hat here are some guidelines to help you determine the best choice for your activities:

Moisture Wicking – lightweight and breathable fabric that is used for outdoor activities such as running, walking, biking, tennis, hiking, and playing or working near water (e.g. lifeguard, boating)

CoolMax® is a moisture wicking fabric that can move perspiration away from your head, and through the fabric, where it can evaporate quickly, allowing the wearer to feel cooler and more comfortable. Whether you’re an athlete, construction worker, hiker, gardener or tour guide - Cool Max offers year-round comfort to match your needs.

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Microfiber is a moisture resistant fabric. When dropped in water such as a pool, lake or ocean, microfiber will not immediately absorb water; therefore the hat will float. In addition, the microfiber will also serve as a quick drying material to help get the hat back in shape.

Quick-dry fabrics are lightweight, comfortable and durable. Fast-drying and sweat-defying fabrics wick away perspiration better than cotton to keep you cooler and drier in the summer and warmer in the winter. Great for travel.

Here are some hats by [Philadelphia Rapid Transit](#) that will keep you cool and comfortable this summer:

A microfiber Safari hat with a 3" brim has mesh panels on the crown with an elastic drawstring adjuster so you can size it just right. It also has a moisture wicking sweatband, chin strap, and reflective trim on the brim.



This versatile skull cap fits snug and is designed to serve as a layer of warmth or as a liner to a helmet (bicycle, motorcycle, construction). CoolMax fabric pulls the sweat from the scalp and hair and dispenses it into the air. By reducing the moisture the user's body temperature remains cool and the inside of the helmet remains dry and comfortable.

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