



FOR IMMEDIATE RELEASE

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WinSport sporting BUFF® Headwear thanks to sponsorship agreement

CALGARY, Alta. – WinSport is pleased to announce a new sponsorship agreement with BUFF® Canada, creators of the original multi-functional headwear.

The Canmore-based company provides the outdoor accessory – which protects the head, neck and face from the elements – to athletes of all levels around the world. BUFF® has a long history of partnering with Nordic sports and is excited to be involved in a broader scope of winter sport.

The new agreement will see BUFF® Canada provide product to WinSport's retail stores and to the WinSport Academy, which is dedicated to helping 13- to 18-year-old athletes reach their athletic potential in winter sport. WinSport's Academy skiers will now have identical BUFF® products, enhancing the skiers' appearance and differentiating them from competing skiers. WinSport's retail stores will feature a variety of customized WinSport-branded BUFF® styles, including a commemorative retro '88 Olympics version.

"BUFF® Canada is the type of organization that WinSport is always looking to partner with. Our efforts to help people lead an active and healthy lifestyle aligns with the values BUFF® Canada lives by," says WinSport President and CEO Barry M. Heck. "While we support athletes through providing world-class training and facilities, BUFF® Canada also has a long history of supporting amateur athletes, so this partnership is a natural fit for both organizations."

This new sponsorship will also bring the Original BUFF® Race League to WinSport in January, 2016, which features adult and youth ski races.

"We are proud to partner with WinSport. The support of young athletes on their way to become one day the best in their sport is very close to our hearts, so the partnership is a perfect fit. Designing customized BUFF® styles to outfit the athletes of the WinSport Academy or the Retro 88 BUFF® is an exciting way to realize the partnership," says Peter Collins, President of BUFF® Canada and Owner of Green Extreme Outdoors.

BUFF® Canada joins several other world-class WinSport sponsors, including Springfree Trampoline, Rossignol, Burton.

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About WinSport

The Winter Sport Institute provides world-class sport facilities where Canadian athletes can discover, develop and excel. WinSport owns and operates Canada Olympic Park in Calgary, Alta., the Bill Warren Training Centre located at the Canmore Nordic Centre and the Beckie Scott High Performance Training Centre on Haig Glacier, Alta. A not-for-profit organization, WinSport supports national sport organizations, encourages educational opportunities and subsidizes the operation of unique training and recreational facilities used by the nation's top athletes and the general public. For more information on WinSport please visit www.winsport.ca.

About BUFF® Canada

Since 2000 Green Extreme Outdoors Ltd. is the exclusive distributor of BUFF® Headwear in Canada. The distribution center is located in Canmore, Alberta. BUFF® continues to grow and develop as a worldwide brand and across Canada. All of our products have European styling and continue to be made in our exclusive factory in near Barcelona, Spain. Founded in 1992 Original BUFF® S.A., the collection is now available in 70 countries.

BUFF® Canada is proud supporter of athletes, teams and events all across the country. BUFF® Canada is Official Supplier of the Canadian National Ski Team and supports several athletes through personal sponsorships.

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