



**THE ORIGINAL
MULTIFUNCTIONAL
HEADWEAR**
Since 1992



PRESS INFORMATION

3rd February 2012

BUFF[®] TO SPONSOR ENDUROMAN UK FOR 3RD CONSECUTIVE YEAR

The Enduroman UK is the largest gathering of ultra-triathletes on the planet. It is a 10-day extravaganza incorporating 8 separate races. An 'Enduroman' distance is a 2.4 mile swim, 112 mile bike and a 26.2 mile marathon run; During the 10 days there is a Half, Full, Double, Triple, Quintuple and Deca Enduroman race as well as a 100 mile ultra marathon.

- The Triple is the longest continuous event- triathletes have to swim 7.2 miles, cycle 336 miles then run 78 miles (a triple marathon).
- The Deca is the blue ribbon event; each day for 10 days, triathletes complete a full Enduroman race. Finishers of the Deca will have completed 24 miles of swimming, 1120 miles of cycling and 262 miles of swimming. Out of the 20 Deca starters in 2011, only 3 triathletes finished Day 10.

In 2011, athletes experienced extremes of weather with some suffering from heat exhaustion on Day 1, and hyperthermia on day 10 coupled with some of the worst weather ever recorded in for the month of June.

It is imperative that Enduroman athletes are fully prepared for the challenges ahead including cycling on open roads in the New Forest in pitch darkness in middle of the night and jumping into an ice-cold lake the following morning. To do this, they must possess the correct equipment to them on their journey. Steve Haywood, Event Director said, "Enduroman are extremely proud and delighted to announce that Buff[®], the headwear and apparel brand will continue its support and sponsorship of The Enduroman UK in 2012. The Original Buff[®] has proved to be the 'must have' piece of equipment and is used by every competitor. It's amazing to see the versatility of these items as athletes use their Buff[®] headwear to prevent chaffing around their necks, under their wetsuits, as a warm head cover for exiting the lake, around their necks to minimise exposure during the bike ride, for protection from the sun's harm on their faces whilst on the run stage as well as the more usual sweat bands and hair

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ties." This year's the sponsorship is extended to include the provision of technical t-shirts which will almost certainly be tested to the limit.

Ends

Notes for editors

The Enduroman UK is held 1st - 10th June at the Avon Tyrrell Outdoor Centre, in the New Forsest, Hampshire. More information can be found at www.enduroman.com/uk

For further information on Buff Headwear and Apparel, please contact Sarah Gowans on sarah@buffera.co.uk

For further information on Enduroman UK, please contact Steve Haywood on steve@enduroman.com.

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