



BearFish Sports Apparel To Exhibit At the 2023 PGA Merchandise Show

Don't Think....Be Brave



(Dubai, United Arab Emirates, January 17, 2023) — BearFish Sports Apparel, a division of BearFish Sports Marketing, announces that it will be exhibiting at the 2023 PGA Merchandise Show (Stand #4755C), January 24-27, 2023 in Orlando, FL.

“We are excited to be exhibiting for the first time at the PGA Merchandise Show and to introduce our new line of premium performance and fashion forward headwear to the marketplace,” said Roger Duthie, President of BearFish Sports Marketing and BearFish Sports Apparel. “The PGA Merchandise Show is an important venue for us to showcase our exciting new hats and we look forward to meeting with the PGA Show attendees, PGA professionals and the media.”



“There are few high quality headwear options available with the combination of being stylishly designed, of premium quality, and incredibly comfortable,” added Duthie. “Additionally, they’re always at risk of being scuffed, marked, or crushed in your luggage or golf bag and previously there are no smart solutions on the market to effectively protect them while travelling. So to meet this need, each BearFish hat comes with a premium, semi-soft crushproof carry case to protect them during travel or storage and can easily clip to the side of a sports bag or inside a golf bag.”



About BearFish Sports Apparel

BearFish Sports Apparel, a global designer and marketer of premium headwear and apparel, was created to meet the discerning needs of today's active lifestyle consumer. BearFish apparel headwear features innovative form-molding and crease-resistant designs, lightweight and breathable materials, enhanced stretch fabrications, UV treated and UPF protection and highly absorbent terry sweatbands. With attention to detail and dedication to the pursuit of the perfect headwear that can stand the test of time BearFish headwear is fully customizable and offered in a variety of colors. Each BearFish Apparel hat offers superior fit and comfort and comes with an industry leading protective crushproof travel case to protect the headwear during travel or storage. Don't Think...Be Brave. For more information please visit www.bearfishsportsmarketing.com.

About PGA Golf Exhibitions

The PGA Show, PGA Buying & Education Summit and PGA Show Connects are organized in partnership by PGA Golf Exhibitions (part of RX) and the PGA of America. Since its inception in 1954, the PGA Show has grown into the largest annual business event for the global golf industry. Regional PGA Show Buying & Education Summits and the PGA Show Connects digital platform connect the industry year-round and drive business leading up to the annual PGA Show. Learn more at PGAShow.com and follow us on Twitter, Instagram and Facebook.

About the PGA of America

The PGA of America is one of the world's largest sports organizations, composed of nearly 28,000 PGA professionals who work daily to grow interest and inclusion in the game of golf. For more

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