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VINEYARD VINES NAMED OFFICIAL STYLE OF THE HEAD OF THE CHARLES® REGATTA

Stamford, CT (August 19, 2021) — vineyard vines, the lifestyle brand best known for its smiling pink whale logo and 'Every day should feel this good' motto, announced today that they will be the Official Style of the Head Of The Charles Regatta (HOCR). Shep and Ian Murray, CEOs and Co-Founders of vineyard vines, along with Fred Schoch, Executive Director of the Head Of The Charles® Regatta, are proud to announce today their partnership with the world's largest 3-day rowing event.

As the "Official Style of the Head Of The Charles Regatta," vineyard vines is rolling out a custom line of clothing and accessories for men, women and kids inspired by the event. This is the first time that the HOCR has partnered with vineyard vines to create an official fashion collection.

Under the agreement, vineyard vines, the American clothing and accessory retailer founded in 1998 on Martha's Vineyard, will have the opportunity to promote its brand at the world-class Regatta, which attracts tens of thousands of spectators and 11,000 rowers annually. vineyard vines will sell assorted clothing, which will include exclusive, co-branded **Head Of The Charles x vineyard vines apparel**, at select locations along the three-mile race course. Products will be also available online and at vineyard vines Boston locations beginning in early October exclusively at vineyardvines.com.

As part of the brand's commitment to this exciting partnership, vineyard vines will also be providing 2,200 custom Shep Shirts™ to the volunteers and staff. Throughout the three days, vineyard vines will be activating and inviting the Boston community to experience the brand and the excitement of the Head of the Charles Regatta.

"We're proud to be the Official Style of such a storied and prestigious regatta," said Shep Murray, vineyard vines Co-Founder & CEO. "From growing up on the Vineyard to our early days in business, we've always felt strong ties to the Boston area, and we're excited to get back there."

"From partnerships with the Red Sox to the Boston Marathon, this is another great way for us to show our commitment to our vineyard vines Boston community," added Ian Murray, vineyard vines Co-Founder & CEO. "The team at the Head Of The Charles has been great, and we can't wait to bring this collection to life."

"Like the Regatta, vineyard vines is a brand that has a deeply loyal community. We're thrilled to have them on board as a Premier Sponsor and the Official Style of the Head Of The Charles," said Fred Schoch, Executive Director of the event. "The Head Of The Charles is excited to partner with a brand that is synonymous with style."

The 2021 Head Of The Charles Regatta will take place on October 22-24, 2021 on Boston's historic Charles River.

ABOUT VINEYARD VINES

A company best known for its smiling pink whale logo, was founded in 1998 on Martha's Vineyard when brothers Shep and Ian Murray cut their ties with corporate America to start making ties that represented



the Good Life. In addition to signature neckwear, vineyard vines offers a variety of clothing and accessories for men, women and children. Products are sold in over 600 specialty and department stores worldwide, through a seasonal catalog at 1.800.892.4982, online at vineyardvines.com and at over 100 freestanding stores.

ABOUT THE HEAD OF THE CHARLES® REGATTA

The Head Of The Charles Regatta was founded in 1965 and is the world's largest rowing race, regularly fielding more than 11,000 athletes from around the world to compete in a full line-up of sculling and sweep rowing events. The ages of competitors range from 17-year-old youth rowers to athletes in their 90s, and the event is seen as a must-attend race for world class and Olympian rowers. More than 1,800 volunteers ensure that the event runs smoothly. In 2019, the last year that the full regatta was held, an economic analysis determined that it generated more than \$88 million in economic impact to the Commonwealth of Massachusetts.