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Buff, Inc. Sponsors Jordan Romero with Product to Support the Youth Athlete in his Quest to Climb the Seven Summits

SANTA ROSA, Calif. (Oct. 30, 2009) – Buff, Inc., known for stylish, versatile and multifunctional headwear, is sponsoring youth athlete Jordan Romero with 200 custom *Jordan Romero UV Buff®* for re-sale on the [Jordan Romero website](#). Proceeds from sales of the *Jordan Romero UV Buff®* will aid Romero in his quest to be the youngest person in the world to climb the highest mountain on each continent, “the Seven Summits.”

“Buff, Inc. is proud to have the opportunity to sponsor Jordan with custom *Jordan Romero UV Buff®* headwear,” says Shirley Choi Brunetti, general manager and vice president, United States. “Buff, Inc. feels strongly about supporting Jordan and the next generation of outdoor enthusiasts.”

Having just turned 13 this past July, Jordan Romero, a native of Big Bear Lake, Calif., only has two peaks remaining on his list of the world’s seven highest summits: Mount Vinson Massif on Antarctica and Mount Everest. Romero aims to climb the remaining mountains before the end of 2010. For additional information and to support Jordan’s quest by purchasing a custom *Jordan Romero UV Buff®*, please visit the [Jordan Romero website](#).

The UV Buff® protects against 95-percent of damaging UV rays and can be worn over 12 different ways to accommodate different temperatures and offer a custom fit. The UV Buff® is made from CoolMax® fabric to provide superior moisture wicking and dry comfort properties, as well as helping to reduce skin temperature and maintain hydration.

All Buff® models, except for the Wool Buff®, incorporate [Polygiene](#) technology for active odor and sweat control by releasing non-toxic silver ions to break down odor-causing bacteria.

Please visit the [Buff, Inc. website](#) and [Social Media Release webpage](#) for new products, as well as up-to-date company news, a “how-to-wear” demo video, images and much more. Also, please become a fan of Buff, Inc. on [Facebook](#).

About Buff, Inc.

Buff, Inc., located in Northern California, is a subsidiary of Original Buff, SA Spain, and established its U.S. presence in 2003. Popular for more than a decade in Europe and used since the show's inception on CBS's Survivor television series, Buff, Inc. is distributed in more than 42 countries. Buff performance headwear is all about versatility and simplicity – one garment serves many functions. Among other uses, a Buff® can be worn as a hat, neck gaiter, balaclava, bandana, scarf, hair band, helmet liner, headband, and pirate-style cap or as a sun, wind or dust screen. Designed to offer technical performance and protection from the elements during a wide range of outdoor activities and sports, Buff® models are available in hundreds of styles and designs. For more information on Buff, Inc. call 707.569.9009 or visit the [Buff, Inc. website.](#)

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