



BOOFHEDZ™

MEDIA RELEASE: For immediate release



BRENDAN FEVOLA NAMED AS NEW ~~FACE~~ OF BIG HEAD FOR BOOFHEDZ SUNGLASSES

NEW Australian sunglasses brand Boofhedz™ has appointed Iarrikin and AFL legend Brendan Fevola to be their first celebrity ~~face~~. **big head.**

An obvious fit (*pardon the pun*) for the brand, Mr. Fevola's large stature had previously made finding comfortable sunglasses difficult... not so with **Boofhedz™**, made between **5-12mm wider**, for the 2 in 5 blokes with bigger than average heads.*

With an **extra-wide frame** and **wider nose bridge**, **Boofhedz™** are the comfort-kings of sunglasses for men who want to avoid the tell-tale 'temple pinch'. They are also incredibly stylish, with a style to suit every Aussie bloke.

NORMAL SUNGLASSES: 134MM WIDE.
BOOFHEDZ™: BETWEEN 139-146MM.

The Boofhedz decision is the latest in a string of career successes for Mr Fevola, who has recently re-signed as co-host on Fox FM's breakfast show Fifi, Dave, Fev and Byron, after winning Australia's "I'm A Celebrity Get Me Out Of Here!" in 2016.

Mr Fevola will star in the brand's first marketing campaign alongside **Boof the Bulldog**, and will support the brand editorially through his own successful social media channels (Instagram of 112k and Snapchat over 30k).

Says Leanne Harris, Marketing Manager of Boofhedz, **"The product is high quality, featuring shatter-proof and scratch-resistant lenses, and to get a pair of polarised sunglasses under \$50 is a really BIG deal. The price point means everyone can afford to own a couple of pairs."**

The sunglasses are sold online via www.boofhedz.com.au and at selected pharmacies.

For stockist information call 1 800 181 040 (toll free).

High-res images can be downloaded here - <http://bit.ly/BrendanFevolaxBoofhedz>

*Market research conducted by THE HEAT GROUP.

For PR enquiries please contact:

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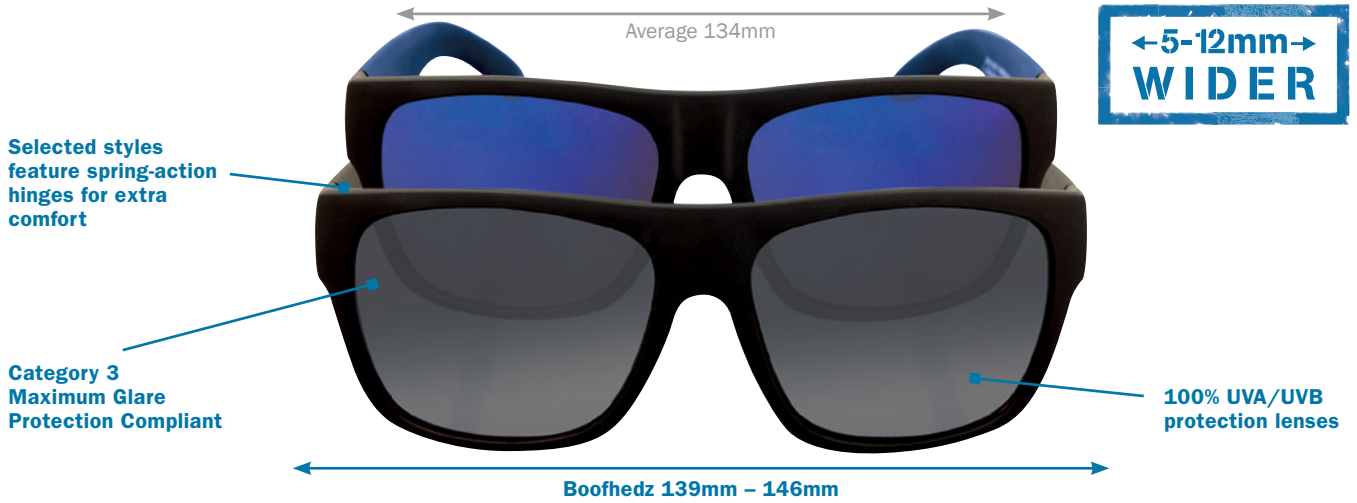
Pictured: **Boof the Bulldog** (wearing Buddy RRP \$49.95)
with Brendan Fevola (wearing Maverick RRP \$49.95)

SUNNIES FOR BLOKES WITH BIG HEADS

www.BOOFHEDZ.com.au



BOOFHEDZ™



6 Polarised styles with Category 3 compliant lenses and 100% UVA/UVB protection – RRP \$49.95



Champ



Rocky



Diesel



Clipper



Buddy



Maverick

6 styles with polycarbonate lenses – shatterproof, scratch and impact-resistant -RRP\$39.95



Bear



Rusty



Harley



Cruze



Dozer



Rex

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