



RIDDELL AND POLYNESIAN FOOTBALL HALL OF FAME UNVEIL HELMETS FOR 2018 POLYNESIAN BOWL IN HAWAI'I

Riddell's 2018 involvement part of new three-year partnership through 2020

Honolulu (December 13, 2017) – Today, the Polynesian Football Hall of Fame (PFHOF) and Riddell unveiled the 2018 Polynesian Bowl Riddell SpeedFlex helmet design. As the official protective equipment partner of the Polynesian Bowl, Riddell works closely with the PFHOF to develop one-of-a-kind designs that will be worn only once in the annual game. Riddell's sponsorship of the 2018 game is part of a new three-year agreement extending the partnership through the 2020 game.

Riddell developed this year's unique design using KAPA or TAPA – a barkcloth that is prepared and utilized by families throughout Polynesia. Tapa design traditions are regionally unique and historically widespread throughout Polynesia. Each island nation has its own particular nuances in making tapa, which distinguishes it from another. The Tapa design in the Polynesian Bowl helmet takes elements from each of these various cultures and incorporates them into the overall design of the helmet. This year's motif represents six different Polynesian cultures.

“Each year, this game is an opportunity to showcase our Polynesian heritage. Incorporating this beautiful native imagery into the helmets carries significant meaning to not only the Polynesian Football Hall of Fame, but also the players who wear it,” said Chairman and Co-founder, **Jesse Sapolu**. “Once again we are honored to partner with Riddell to provide top-of-the-line protective equipment to our players and to develop this design that showcases Polynesian tradition now and in the future.”



Riddell SpeedFlex helmets to be worn in 2018 Polynesian Bowl unveiled today by Riddell and the Polynesian Football Hall of fame.

“For the players in this game, it's important they carry a sense of pride for Polynesia, and the symbolism in these helmets will help them do so,” said Tennessee Titans quarterback and 2018 Polynesian Bowl Ambassador, **Marcus Mariota**. “One of the coolest aspects of playing in the Polynesian Bowl is the unique helmet design from Riddell.”

Each Polynesian Bowl participant will have the opportunity to play in the popular SpeedFlex helmet and SPK shoulder pads, both of which will be professionally fit by Riddell representatives prior to the first practice. This year's players will also have the chance to learn more about Riddell's new Precision-Fit technology, which uses 3D scanning technology to craft a helmet personalized for the individual athlete. Hundreds of NFL and college players wore the SpeedFlex Precision helmet for the first time during the 2017 football season and it will soon be available to the broader football community.

"Riddell is honored to be the equipment partner of the Polynesian Bowl, protecting some of the nation's most elite high school athletes with industry-leading helmets and shoulders pads," said Dan Arment, President and CEO of Riddell. "To play such a pivotal role in one of the nation's rising all-star games and one that means so much to Polynesian culture and heritage is something we take tremendous pride in and are excited to continue for years to come."

The 2018 Polynesian Bowl will be played on Saturday, January 20, 2018, at Aloha Stadium on O`ahu, Hawai`i as part of the PFHOF Enshrinement Weekend. One hundred players will participate in the annual game, including several of the top ranked high school football players in the country. For more information, please visit www.PolynesianBowl.com.

About the Polynesian Football Hall of Fame: The Polynesian Football Hall of Fame honors Polynesia's greatest players, coaches and contributors. It also serves as a resource for Polynesian football history and provides scholarships for Polynesian youth. Its permanent home is located at the Polynesian Cultural Center (O`ahu's North Shore) and was established in 2013 by Super Bowl Champions Jesse Sapolu and Ma'a Tanuvasa. Other board members include Troy Polamalu, Vai Sikahema, June Jones and Reno Mahe. For more information, visit www.PolynesianFootballHOF.org.

About the Polynesian Bowl: Organized by the Polynesian Football Hall of Fame, the Polynesian Bowl features the world's elite high school players of Polynesian heritage and other ancestries. The 2018 Polynesian Bowl Honorary Team Captains will be Cleveland Browns NT Danny Shelton and San Francisco 49ers DL DeForest Buckner. Legends Dick Vermeil and Terry Donahue will serve as Head Coaches. In addition to Marcus Mariota, other 2018 Ambassadors include Pittsburgh Steelers WR Juju Smith-Schuster, Seattle Seahawks DE Michael Bennett and Baltimore Ravens OT Ronnie Stanley. For more information, visit www.PolynesianBowl.com.

About Riddell: [Riddell](http://www.riddell.com) is a premier designer and developer of football helmets, protective sports equipment, head impact monitoring technologies, apparel and related accessories. A recognized leader in helmet technology and innovation, Riddell is the leading manufacturer of football helmets and shoulder pads, and a top provider of reconditioning services (cleaning, repairing, repainting and recertifying existing equipment). For more information, visit our website at www.riddell.com, like the Riddell Facebook [page](#), or follow Riddell on [Instagram](#) and [Twitter](#) @RiddellSports.

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