



TOP OF THE WORLD

Top of the World's Fan Father of the Year

Why does your dad rise above the rest when it comes to being a college sports fan? Top of the World has set out to ask our fans why their father deserves to be crowned as the Ultimate College Sports Fan this Father's Day. TOW will determine the winner that captures a father as a college sports fanatic. They are asking fans to upload a picture to Instagram or Twitter and tag @towcaps that represents why the fan father in their life should be considered TOW's Ultimate College Sports fan. The winning dad will receive a new cap from their favorite college sports team every month for the entire year! It's a great way to celebrate dad and the college sports fan in all of us - and not to mention it's a unique gift that keeps on giving all year long! One winner will be chosen on June 14.

Based in the historic college town of Norman, OK, Top of the World has been a champion for college sports teams and fans across the nation for over 28 years. They are licensed with over 400 colleges and universities and have been growing since it was founded in 1986. With a focused business model that only deals in headwear, TOW has been able to carve out a niche that caters to every kind of college fan. This model has allowed them to create categories that are dedicated to all sorts of college fans: from caps and visors made with the golf course in mind to an ever-growing ladies line – Top of the World makes sure it does not leave any fan out. With so many styles to choose from, the winning father for our promotion will have no problem picking out his favorites! Owner and founder Pete Wilson started with a simple idea: headwear is more than just an accessory... For college fans it is an outward expression of their inner allegiance! That is why Top of the World is The Cap of College and has continued its legacy as the world's number one collegiate headwear supplier!

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