

From: Nancy Trent/Pamela Wadler  
Trent & Company, Inc.  
594 Broadway, Suite 305  
New York, NY 10012  
212-966-0024  
[pam@trentandcompany.com](mailto:pam@trentandcompany.com)



For: Wallaroo Hat Company

FOR IMMEDIATE RELEASE

## WALLAROO HAT COMPANY CELEBRATES 25 SUNSATONAL YEARS

The 2024 milestone collection continues to embrace the power of sun protection with style



[Wallaroo Hat Company](https://www.wallarohat.com), the woman-owned and Colorado-based headwear brand that has revolutionized sun protection with style, is celebrating its 25<sup>th</sup> Anniversary with the launch of their 2024 collection. Since 1999, Wallaroo has been at the forefront of the headwear industry with its innovative UPF 50+, stylish designs.

"I founded Wallaroo after a visit to Australia where I discovered the Aussie secret to sun protection, UPF 50+ hats. That sparked my idea to pioneer a sun protective headwear company in the United States. 25 years later, our mission remains to inspire as many people as possible to live their fullest lives outdoors while protecting themselves from the sun. From brim to brim, our hats help maximize health and happiness while keeping you looking stylish," said Stephanie Carter, Founder and CEO of Wallaroo Hat Company.

The 2024 collection reimagines what sun protection means by introducing new designs, colorways, and sizes that seamlessly integrate innovative UPF fabric with fashionable styles including:

### The Hat that Started it All

Wallaroo's iconic first packable, UPF 50+ hat design, the **Casual Traveler**, is debuting in a 25<sup>th</sup> anniversary limited-edition coral color. This vibrant shade is perfect for beach outings or any outdoor activity.

### Jane Seymour Inspires Elegance

Continuing the successful partnership with world renowned actress, Jane Seymour, Wallaroo's 2024 collection features two new refined styles designed in collaboration with Jane. These hats capture the essence of Jane's sophistication, with the **Quinn** paying homage to her beloved, strong female character, Michaela "Mike" Quinn, from *Dr. Quinn Medicine Woman*. The second 2024 hat in Jane's collection, the **Margot**, is a classic wide brimmed hat with timeless elegance.

### Chic Contemporary Hats with Head-Turning Style

The 2024 collection shines a light on contemporary styles for women. The **Paloma**, available in two colorways, is a lightly frayed fedora made with a natural fiber weave making it the ideal on-trend look for outdoor festivals or an island tiki bar. While the **Klara** is the perfect pairing of comfort and sophistication with its wide brim and lightweight UPF 50+ fabric.

## Artisanal Excellence

Individually handcrafted by skilled artisans in Mexico, this collection features two new unisex styles that embody Wallaroo's B Corp commitment to sustainability. The aesthetics of the **Marina** and **Cortez**, made from a natural palm fiber, will satisfy those who admire fashion and uniqueness.

## A Perfect Fit for All

Petite fits are in high demand, and Wallaroo continues to cater to a wide-ranging audience by expanding their collection to ensure comfortable and perfect-fitting hats for every head size and shape. Among the new Petite selections is the **Palm Beach**, a unisex, UPF 50+, packable hat designed for all your travels and the ever-popular raffia **Catalina Cowboy** featuring a colorful beaded band.

## Stylishly Warm

Joining the Wallaroo men's collection is the **Durango**, available in warm chestnut and deep olive. This hand-constructed felt fedora highlights style, comfort, sun protection and warmth for the cooler months.

## Broadening the Carkella Horizon

The Carkella collection, made for resort, travel, and golf, features UPF 50+ rated hats with interchangeable magnetic emblems, offering the opportunity for customization and individuality. The new women's **Kerrigan** hat features a sweeping brim made from the same material as Wallaroo's popular Charlie fedora. The unisex, wide-brimmed **Portland** fedora is a vacation-ready hat with distinctive style.

## The A-List's Preferred Sun Shield

Well-known for their utilization of UPF fabric and their fashionable wide-brimmed designs, Wallaroo's styles offer effective protection against UV rays and add a touch of elegance to any look. With a loyal consumer following, their hats have also become the go-to choice for celebrities seeking defense against the sun's rays. Influential figures such as Oprah Winfrey, Julia Roberts, Eva Longoria, Cameron Diaz, and collaborator Jane Seymour have all proudly displayed a range of unique hat styles from the Wallaroo catalog.

## Business as a Force for Good

As a woman-owned company and a certified B-Corp, Wallaroo demonstrates its commitment to considering the broader impact of its decisions on workers, the community, and the environment. Wallaroo's dedication to social and environmental responsibility is reflected in the B-Corp certification, and in all efforts to eliminate the threat of skin cancer. The Skin Cancer Foundation recognizes the effectiveness of Wallaroo and Carkella hats in providing adequate UV protection, endorsing the materials that feature a UPF 50+ rating and a wide brim of 3 inches or more. In addition, Wallaroo Hat Company actively engages in supporting various organizations and initiatives aimed at combating skin cancer. In 2008, the company established a 1% Sun Protection Commitment program, annually allocating a portion of its profits to fund research, education, and prevention efforts focused on eliminating skin cancer in the United States.

Wallaroo's mission stood out this year when they were chosen from over 8,000 small business applicants and became a winner of the 2023 [FedEx® Small Business Grant](#) Contest. This recognition from FedEx further reinforces Wallaroo Hat Company's commitment to providing high-quality hats that look great and protect their customers from harmful UV rays. Since its launch in 2012, the Small Business Grant Contest by FedEx has been supporting US-based small businesses by providing them with financial grants, and Wallaroo Hat Company is honored to be one of the few chosen recipients.

For more information on Wallaroo Hat Company, visit [www.wallarohats.com](http://www.wallarohats.com).

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**EDITOR'S NOTE:** For more information about and to arrange to speak with a company spokesperson, please contact Nancy Trent or Pamela Wadler at 212-966-0024 or [pam@trentandcompany.com](mailto:pam@trentandcompany.com).