

Zenkai Sports Announced as Official Performance Apparel Partner of the NWHL

Zenkai Sports brings revolutionary apparel technology to Women's Hockey as the Official Performance Apparel Partner of the NWHL



Oregon, Portland, Jan 20, 2021 (Issuewire.com) - Zenkai Sports (Portland, Oregon) is pleased to announce it is the Official Partner of Girls' and Women's Hockey and the Official Performance Apparel Partner of the National Women's Hockey League (NWHL).

Zenkai Sports (Zenkai) will provide base layer and compression wear for every player in the NWHL. Using revolutionary apparel technology, players will benefit from water repellent yet breathable layers that work with their body, not against it. This allows them to thermoregulate naturally, instead of wicking sweat away which decreases performance by making athletes overheat faster.

Zenkai has top performance athletes in all sports globally and across North America, but this is their first sponsorship across an entire division, and they look forward to hearing from players about the performance benefits from training to game day.

"The NWHL is proud to partner with Zenkai as they supply our athletes with a top-of-the-line base layer and compression gear," said NWHL Deputy Commissioner Michelle Picard. "Their technology will ensure that NWHL players can remain at their best while they compete for the Isobel Cup."

Zenkai technology takes natural cotton and makes it antimicrobial, anti-odor, stain-resistant, and water repellent.

[A video of their products in action can be found here.](#)

"Zenkai is excited and proud to partner with the National Women's Hockey League. We look forward to working together and providing world-class performance apparel to their world-class athletes."

- Doug Lynch (CEO & Co-Founder | Zenkai Sports)

About Zenkai Apparel:

Zenkai was founded in January 2018 in Portland, Oregon, by athletes who saw an opportunity for natural athletic apparel in a marketplace dominated by synthetics. The goal was to create a future for performance apparel derived from natural fabrics while helping athletes perform better by staying cooler. After raising initial start-up capital in August 2019, the company launched its technical performance base layer and training apparel. The ownership group consists of four families who together have a combined 150 years of experience in athletics, 90 years of experience in apparel, a commitment to sustainability, shared passion for sports, and the desire to create natural, performance-enhancing apparel for every athlete - recreational, amateur or professional.

www.zenkaisports.com

Media can be found here, please credit Zenkai Sports in all reuse:

<https://www.instagram.com/zenkaisports>

<https://www.facebook.com/zenkaisports>

<https://www.youtube.com/c/ZenkaiSports>

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