

# The Heat-Wave Towel – New Sports Fan Products Available from True Fan Sports

MIAMI, Fla., Nov. 4, 2011 (SEND2PRESS NEWSWIRE) – A Heat-Wave during winter! Yes, it's true. True Fan Sports, Inc., a Miami based company, recently began selling several new sports related products, primarily "Sports Rally Towels" and is today announcing The Heat-Wave Towel®.

"With sporting events and the need for greater fan loyalty growing annually by leaps and bounds, with no ending in sight, I thought now would be the perfect time to get on board with sports related products," says Emory Williams Jr., the company President and CEO.

Williams, an ex-football player and athlete, now an avid fan of all sports gave special thought as to what business area of sports he would venture into. "Making a full assessment of sports as a whole and realizing the role fans play in the equation, rally towels came to mind," explains Williams. "Fans want to be involved; giving them more to work with is the key to an intimidating/noisy stadium or arena. Sports Fans are the 'X-Factor.'"

Williams knows that a products name has a great deal to do with the products success, so Williams got busy on product name development and came up with what he felt was a true winner "The Heat-Wave Towel." The idea was helped by the Motown song from 1963 by Martha Reeves and The Vandellas, "Love Is Like a 'Heat Wave.'"

"The name lends itself well for products of this type, emphatic waving is exactly what the fans will be doing," adds Williams.

Today, the company has already developed a total of five different **Rally Towel** names (all are registered trademarks) with several more in development. Sports fans locally and nationally have been ordering the products from the company website. "We find that Miami Heat Fans love the Heat-Wave Towels," adds Williams. "They are a very big seller."

Although there is presently no affiliation between The Miami Heat organization and True Fan Sports (the two have already met for discussion) consumers and fans are already linking the two, buying for season start.

The **Heat-Wave Towel**® will soon be available through department stores, athletic outlets, even the little corner stores, making sure everyone has access to the products. Says Williams, "We are also putting together a licensing division, allowing manufacturers the opportunity through licensing to produce goods under our trademarked names, this is a convenient way to help us build our brands."

For more information or to order products please visit the company website

at: <http://www.truefansports.com> .

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