

RUFF DRAFT

A MONTHLY UPDATE FROM RUFFNECK SCARVES
VOL. 1 • SERIES NO. 1 • 2012

FEATURE

SCARVES SPARK CAMPUS SPIRIT

If ever there was a community that has embraced The Scarf, it's Longwood University.

For those who thought a scarf was just a fashion accessory to a soccer fan's wardrobe, read on. Because there's a small liberal arts school in rural Virginia where The Scarf has created a culture all its own, and as a result campus pride has never been higher.

Imagine a Sea of Scarves

Late this summer, on the eve of classes commencing for 2012-13, the small town of Farmville will come alive with nearly 2,000 students and fellow fans marching with voices and scarves raised, from campus to the Longwood home soccer facility. It's a distance of 1.3 miles, nearly all uphill.

And when The G.A.M.E. (standing for the Greatest Athletic March Ever) ends, that's when the needle on the emotion meter swings toward the fever end of the scale.

"Our student leading the march was surprised at how emotional it became," says Steve Brdarski, Longwood's associate coach for women's soccer. "He yelled 'Scarves Up!' and he got goose bumps because when he looked behind at all the marchers,

he said he couldn't see anyone, only a mass of Lancers blue scarves." [Watch the video.](#)

Origins of The G.A.M.E.

The G.A.M.E. was Brdarski's brainchild. Back in spring of 2010, inspired by media accounts of the craze surrounding Seattle Sounders FC supporters and their March to the Match, he pitched his dream to Stacey Wilkerson, Longwood's assistant director of First Year Experience & Family Programs.

Wilkerson admittedly knew nothing of soccer or scarves at the time but she did her homework and quickly became a believer. Already Longwood was conducting New Lancer Days, an extended orientation for new students. NLD ended with a picnic. But with the added elements of a pep rally and The G.A.M.E., the entire community—new and returning students, Faculty/staff and Farmville residents—could finish the weekend and begin the new year with a bang.

[Longwood](#), with a budding Division

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They SAID

As a house we love to order different apparel with our name and logo to show our pride for the scholarship and our house. Just received the scarves and I gotta say they look amazing. We plan on wearing these scarves during the cold months, as banners in our rooms, and at events we will have in the future. Just like our pride for our favorite team we show that same pride in our scholarship.

Ismael Romo

Chick Evans Scholars, University of Illinois in Urbana-Champaign



Design TIPS



To help the design and production of your custom scarves go as smooth as possible, please see if your club, team or group has official Pantone color codes. That will help us match your colors to the available yarn. [Visit the Pantone website.](#)

COMMENTS?

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For our RuffDraft readers we are offering **15% off on all scarves** in our "scarf shop" with **promo code "RUFFDRAFT"**

APRIL NEWSNOTES

Ruffneck Scarves Canada opened its Vancouver office and online shop on March 5. Robin Regnier is president of Ruffneck's new division. Ruffneck Scarves Canada can be found at www.ruffneckscarves.ca

Four MLS clubs — D.C. United, Montreal, Philadelphia and Seattle—chose Ruffneck Scarves to produce custom scarves for their 2012 season ticket holders. Sounders FC attracted record club record opening night crowd of 38,709 and the Impact broke a 31-year-old record city attendance mark with 58,912

Displaying their custom-made scarves at Philadelphia's St. Patrick's Day Parade, the Second Street Irish Society was named the winner of the parade's award for Outstanding Fraternal Organization

Western Washington University, which licenses Ruffneck to produce their scarves, won the NCAA Division II Championship in men's basketball on March 24 in Highland Heights, Kentucky

The inaugural Ruffneck Cup gets underway later this spring in the Pacific Northwest, with four USL PDL clubs—Kitsap Pumas, North Sound SeaWolves, Sounders FC U23 and Washington Crossfire—competing for the trophy and state bragging rights

Scarves Spark Campus Spirit...

L athletic program joining the Big South Conference later this year, has an enrollment of 4,800 students. Brdarski says they have scrambled to keep up with the growing demand for scarves. In 2010 they ordered 1,300. That grew to 1,600 in 2011. Ruffneck Scarves will deliver 2,000 custom scarves for 2012.

Scarves? In August?

"Before the first march, people around here wondered what they would do with a scarf in August," Brdarski recalls. "Now they get it. You see them everywhere: worn around the necks, tied to book bags and pinned on walls. At a faculty/staff dinner I saw at least 10 people wearing them."

Today The Scarf transcends sports and soccer and, for that matter, the Longwood/Farmville community. In just over two years Longwood scarves have gone viral. They



are posed for photos all over the world (18 countries at last count) with a [Facebook page](#) all their own.

"The scarf is integral to what we've done; it's central to what we do," claims Wilkerson. "Not a day goes by where I don't see scarves worn on campus and not a week goes by where I don't get at least a couple requests from people wanting a scarf."

Spirit's Never Been Higher

"As a student and staff member I've been on this campus for 12 years," she says, "and I've never seen more Lancer pride than now, and people who've been here 25 years say



this is the pinnacle of school spirit."

"Passion is more than one event, and The Scarf is about spirit and passion throughout the year," Brdarski says. The Longwood community is taking scarves beyond their borders, a long ways from Farmville.

"We've always had spirit," he says. "But now it's unbelievable."

The Final Word

"The relationship we have with Ruffneck vital to us," offers Wilkerson. "We've worked with other scarf providers and there's no comparison to the Ruffneck experience and product. It's far superior."

"Erin (O'Brien) and Jeff (McIntyre), these guys understand," says Brdarski of Ruffneck's owners. "They run Ruffneck with respect and passion. It's like a friendship; they've always backed us. Every time we talk on the phone I feel that love from the Left Coast.

"As a company," he adds, "Ruffneck takes an event or a game and makes it so much more: the experience, the feelings, the passion and the excitement. The company is driven to make those four things the highest level possible for the fans."

This feature is also available under Customer Stories at our website.

