

## Press Release

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### **Switch Sticks - the latest Gift for retailers to Switch on to**

The UK's Giftware Association has just unveiled the short-list of its prestigious annual Gift of the Year Awards revealing that Switch Sticks has been short-listed in the 2007 competition.

The company's stylish walking sticks have been selected in the Well-Being category - "Products to complement and enhance personal health and welfare, frame of mind".

Gift of the Year Awards are only given to the latest most original and innovatively designed products that can be given as gift. However, entrants also have to demonstrate that the product is commercially viable.

Vicky Mitchell, Founder of Switch Sticks, based in Chiswick, believes that Switch is doing to walking sticks, what Swatch did to watches, making a dull functional product into a fashion accessory which has ensured its place on the list of the nation's most exciting gifts for 2007.

Vicky said, "what makes Switch Sticks so compelling is the fact that the designs are contemporary and whether using a walking stick or hiking pole - you can have fun and really demonstrate your personality"

Through customer research and feedback Switch Sticks have found that its users are much more comfortable being seen with these 'fashion accessories' as opposed to standard walking sticks and hiking poles "We think its important to have a complete range of robust walking sticks, we want customers to be able to find a style and colour to match their outfit or mood!"

According to Isabel Martinson, chief executive of The Giftware Association, the next round of judging to decide on the winners and highly commended products in each category is going to be extremely difficult"

"Now in their 28th year, the 2007 Awards have again attracted an enormous number of entries

"We have been inundated with new, exciting products all bidding to capture the judges' attention and be crowned at this year's must-have Christmas Gift. Congratulations to Switch Sticks on getting this far and I wish them lots of luck in the final stages".

**-ends-**

For more information please contact: Vicky Mitchell at [Vicky@switchsticks.com](mailto:Vicky@switchsticks.com) or +07810 430594

#### **Notes to editors**

##### **Switch Sticks**

Switch Sticks is the modern walking sticks company for all ages. Founded by Vicky Mitchell and her Aunt Jean Smith in late 2005, the company produces high quality and innovatively designed walking sticks and hiking poles for all walks of life!

Vicky's skills in sales and marketing, Jean's nursing and retail background and Colena's IT and process expertise have come together to create a company that provides people with easy access to sticks that compliment their style and outlook. No longer will those with mobility problems have to endure boring mobility aids.

Eight designs are in production, and all sticks are made to European Standards by a manufacturer with an excellent pedigree in medical products.

The GA is part of the British Jewellery Giftware and Finishing Federation, a company limited by guarantee and registered in England and Wales Number 69391, The registered office is Federation House, 10 Vyse Street, Birmingham B18 6LT

