

## Press Release

### Switch on to Switch Sticks

#### Exclusive new walking stick range is sexy, smart & safe

**Switch Sticks**, an innovative new walking stick retailer, today announced the launch of a brand new range of walking sticks in January 2006.

The sticks aim to combine everyday practical use with high-street fashion to provide the user with both comfort and style. The sticks are suitable for a variety of uses including coping with a medical condition, providing a cheeky and colourful symbol against mobility difficulties caused by old age or disability or even just as a simple fashion item to accessorise an outfit.

Importantly, the sticks are manufactured by a company with a wealth of experience in the production of medical devices and will come with a CE certification.

Vicky Mitchell, Founder of Switch Sticks, said:

“The idea for Switch Sticks was created following the experience of my Aunt. She had to use a walking stick after a hip replacement and we couldn’t believe there were no colourful or fashionable sticks available.

I am hoping Switch Sticks will provide older and less able people with more colour and fun in their lives. Today the walking stick is a functional but dull product and frequently an indictment of people’s declining health and age. I would like Switch to do to walking sticks, what Swatch did to watches – and allow people choice, variety and style at an affordable price. I simply do not believe that safety and practicality cannot be combined with fashion and fun. Switch Sticks aims to offer a fresh and funky alternative for those who need to use a stick for whatever reason.”

The sticks are made out of aluminium, so are lightweight for convenience and ease of carrying they fold in 4 to sections to just 25cm long and come with their own bag. A total of four different designs are available incorporating a range of colours including hot pink, bright blue, emerald green, pillar box red and bold black.

Switch Sticks cost from £19.99 per stick and are now available via [www.switchsticks.com](http://www.switchsticks.com), also mail order at PO Nox 209, Morpeth, Northumberland, NE61 9AG and also through a sales line on 08451 114 114. People can buy one or all of the four different designs available. In addition, for those looking to purchase the sticks as a present, a gift wrapping service is available for an additional £2.

Further Switch Sticks designs, including limited editions, will be unveiled in the future

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For further information please contact Vicky Mitchell on 07810 430 594 or [vicky@switchsticks.com](mailto:vicky@switchsticks.com)

#### Notes to editors

Switch Sticks is an innovative new walking stick retailer whose sticks aim to combine everyday practical use with high-street fashion to provide the user with both comfort and style. The sticks are suitable for a variety of uses including coping with a medical condition, providing a cheeky and colourful symbol against mobility difficulties caused by old age or disability or even just as a simple fashion item to accessorise an outfit. Importantly, the sticks are manufactured by a company with a wealth of experience in the production of medical devices and will come with a CE certification.

