

Press Release

Local lady is no 'stick' in the mud!

Jean Smith helps to set up walking stick company to fill gap for modern, colourful mobility aids.

Many people find that at some time in their life they need a mobility aid – or as you and I know it, a walking stick. This happened to local lady Jean Smith after a recent successful hip operation. Resigned to the fact that she would need an aid – at least for a while, Jean wanted to find a stick, which was stylish and colourful, something to brighten her day – or even match her outfit!

“The hospital stick they gave me was practical but just horribly boring and the ones I found in shops, and even online, were so dull. I mentioned this to my niece who was off in a flash designing one with a bit of colour and sense of fun - so after a few sketches and a trip to the Far East to find medical device suppliers, Switch Sticks was born,” said Jean, recently retired.

Switch Sticks has begun selling their 4 unique walking stick designs over the phone, mail order and online. Sales and Marketing is being handled by niece Vicky Mitchell based in London and Jean is handling the logistics and despatch out of Morpeth. “We’re small at the moment but it’s great fun and the orders are starting to come in from both this area, further a field and we had our first international order from a 55 year old lady in USA – it seems there is a real demand for this!” Jean added.

Vicky has designed the sticks with help from Jean, who has insisted on some practical add-ons, such as a wrist strap and waterproof carry bag. Jean’s years as a nurse and then co-owner of the Linen Cupboard in Alnwick have provided her with both medical and retail experience and she is relishing the new challenge. So even having recently retired.... it’s not too late to Switch...

For more information please contact:
Vicky Mitchell at Vicky@switchsticks.com or 07810 430594

Notes to editors

Switch Sticks is the modern walking sticks company for all ages. Founded by Jean Smith’s niece Vicky Mitchell in 2005 the company produces high quality and innovatively designed walking sticks for all walks of life!

Jean’s nursing background and Vicky’s skills in sales and marketing have come together to create a company that provides people with sticks that compliment their style and outlook. No longer will those with mobility problems have to endure boring mobility aids.

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

Switch Sticks retail at £19.99 + P&P, are presented in a stylish gift box and can be bought online at www.switchsticks.com, mail order through PO Box 209, Morpeth, NE61 9AG, or through their Sales Centre on 08451 114 114. Lines are open Mon-Fri (8am-8pm) and Saturdays (10am-4pm). Also Switch Sticks are available at the Dial Gallery in Warkworth.

