

Press Release

For Immediate Release

Switch Sticks boldly leaps forward with new range of funky hiking poles

Switch Sticks, the stylish range of walking sticks, takes another great leap forward, with the launch of funky hiking poles in their popular 'circles' and 'earth' designs, as well as a range of solid colour walking sticks in vibrant red, bold blue, bottle green and chocolate brown.

Having recently been a finalist in the prestigious NatWest Everywoman awards, Switch Sticks Director Vicky Mitchell 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!"

Switch Sticks haven't spared any details, the hiking sticks are make of high grade aluminium - 6066 alloy, the same as Tour de France LeMond racing bikes and so are ultra strong as well as being super lightweight - they are also telescopic with a 3 section secure locking mechanism and Active Shock Absorption ensuring the inbuilt suspension reduces stress on joints and muscles. They adjust from 70cm to 145cm and are the ideal hiking pole to pop in a back pack or even a car boot!

Switch Stick branding is extremely stylish and the hiking sticks come packaged in poster tubes, so are an ideal treat or great gift idea.

New designs are being unveiled later in Spring, so you really can walk with style with Switch Sticks.

Switch Sticks are available in retailers across the UK, online at www.switchsticks.com and through their sales team on 08451 114 114.

For more information please contact: Vicky Mitchell at 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.

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

Switch Sticks hiking poles retail from £27.50 + P&P, are presented in a stylish gift tube 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.

