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ShoeTips featured as “Must-See Gear” at the 2017 PGA of America Fashion & Demo Experience in Las Vegas

(Los Angeles, CA) - ShoeTips was pleased to participate in the 2017 PGA Fashion and Demo Experience, Monday, August 14th, at Topgolf in Las Vegas, in a prominent location, where thousands of attendees perused and got to experience all the latest and greatest products from the golf industry.

We were also happy to catch the eye and imagination of PGA Magazine contributing writer, Ken Van Vechten, who published an article titled, [Must-see gear from the 2017 PGA of America Fashion & Demo Experience](#). As one of just four products featured, ShoeTips seemed to be one of his favorites. “ShoeTips might be my ticket,” he wrote, “one of those amazingly basic ideas that until recently no one thought to invent and, more importantly, for which to secure the USGA’s blessing.”

“We love it when the industry connects to both the fun and real benefits that ShoeTips provides,” said Steve Lewis, Founder and CEO of ShoeTips. “And the USGA ruling that ShoeTips is “Permitted under the Rules of Golf” has been a great contributor to the attention we are getting.”

“We made some great connections,” Lewis continued, “and met some very influential PGA Professionals and golf retailers. Now we’re following up to get ShoeTips placed in more retail outlets and e-commerce sites so more people can be exposed to the product.”

Flexible and Easy to Use

Using ShoeTips is easy. Before you play, select two swing thoughts you want to remember from the 18 provided. Insert the labels securely into the two base clips and slide the clips easily, and snugly, over your shoelaces. The reminders will be in full view on your shoes as you address the ball. To use them on your golf bag instead, simply insert the base clips through the slots on our enclosed BagTag. Now each time you select a club you can remember what you had wanted to concentrate on and clear your mind of the thoughts that interfere with making a good shot.

Whether you wear them on your shoes or display them on your Bag Tag, ShoeTips is “Permitted under the Rules of Golf” for amateurs and pros, worldwide.

ShoeTips’ 18 familiar swing thoughts were chosen based on input from golf pros and sports psychologists. The labels are easy to change and organized into 3 categories— focus, relating to your mind; feel, to your body; and technique, to your swing mechanics.

Can't find the tip you want? Write your own custom tips on the reverse side of the labels with an indelible marker.

Mental Focus Promotes Peak Performance

Golf's greatest players, instructors and coaches, sports psychologists, writers, and scientific research on performance and the mental game all agree: Regardless of a person's skill level, if you can focus completely on, and become fully absorbed in the task at hand, with nothing left over for worry or doubt, you'll achieve a state of peak performance.

ShoeTips retails for \$19.99 and is available on [Amazon.com](https://www.amazon.com).

About ShoeTips

ShoeTips is a product development company dedicated to helping people achieve peak performance by creating mental focus reminder systems. ShoeTips Golf is the first product designed to help golfers master their mental game while they play. ShoeTips was founded in 2016, in Los Angeles, California, by three partners—Steve Lewis, our “hopelessly addicted golfer”, who serves as our CEO & CFO, Arthur Snyder, Creative Director and Product Designer, and Ellen Rudolph, Marketing Director.

For more information on ShoeTips visit www.ShoeTips.com.

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Media members interested in receiving a sample of ShoeTips for an editorial review should contact Joe Wieczorek (joe@themediagroupinc.com) of The Media Group, (847) 956-9090.