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## Meet ShoeTips Brand Ambassador, Dr. Joe Parent, at LPGA's HUGEL-JTBC LA Open at the historic Wilshire Country Club in Los Angeles, CA

(Los Angeles, CA) - ShoeTips announced its participation as a Partner and Exhibitor at the inaugural HUGEL-JTBC LPGA LA Open, scheduled for April 19-22 at the historic Wilshire Country Club in Los Angeles, CA.

Ninety-one of the Top 100 players on the LPGA's 2017 Money List will compete, in a field that includes No. 1-ranked Shanshan Feng, Danielle Kang, So-yeon Ryu, Brooke Henderson, Lydia Ko and Anna Nordqvist, and other notables including Stacy Lewis, Sung Hyun Park, Ariya Jutanugarn, Inbee Park and Yani Tseng, World Golf Hall of Famer Juli Inkster, Michelle Wie, Paula Creamer, Morgan Pressel, Natalie Gulbis, Cristie Kerr and Christina Kim. The tournament will be televised live on Golf Channel.

ShoeTips' newly named Brand Ambassador Dr. Joe Parent, the well-known PGA TOUR Instructor and best-selling author of the books *ZEN GOLF*, *Golf: The Art of the Mental Game*, *How To Make Every Putt*, and *ZEN PUTTING*, will be at ShoeTips' booth to meet with the public, talk about the mental game and sign autographs on Saturday and Sunday, from 10:00 -11:30 am. Copies of *ZEN GOLF* (in English and Korean) will be available for purchase at the booth as well.

"ShoeTips is a great tool for bringing the mental game insights of Zen Golf with you for every shot," explains Dr. Joe. "Finally, there's a training aid that becomes a playing aid you can take on the course to be more mindful of your essential swing keys—while you play." As Dr. Joe recommends, "Don't tee off without them!"

Dr. Joe Parent has coached the mental game as it applies to business, life and golf for more than 30 years. A distinguished PGA TOUR Instructor, he has worked with major champions and many other top professionals. He has the singular distinction of coaching both a man (Vijay Singh) and a woman (Cristie Kerr) to the #1 World Ranking. Golf Digest repeatedly named Dr.





Joe as one of the “Top Ten Mental Game Experts” in the world and featured him in their popular instructional section: “Breaking 100-90-80 and 70.”

### **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, if you prefer, simply insert the base clips through the slots on our enclosed Bag Tag. Now each time you select a club you are reminded of what you want 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” by the USGA 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 their website: <http://www.shoetipsgolf.com/why-shoetips> and at [Amazon.com](https://www.amazon.com).

For more information on ShoeTips visit [www.ShoeTips.com](http://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](mailto:joe@themediagroupinc.com)) of The Media Group, (847) 956-9090.