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ShoeTips Co-Sponsors the 30th All Fools Invitational at Los Verde GC in Palos Verdes, CA

(Los Angeles, CA) - ShoeTips, a revolutionary new swing thought reminder system designed to help golfers of all skill levels master their mental game while they play, announced today that they are the Official Co-Sponsors of the 30th Annual, and final edition, of the All Fools Invitational, to be played Friday, May 5th at the Los Verdes Golf Course in Palos Verdes, CA. The event, which is the sole fund-raising effort of the Lanterman Athletic Fund, has raised over \$150,000 since 1990 to support the athletic and phys-ed programs at Lanterman High School, a facility near downtown Los Angeles serving developmentally disabled children and young adults.

"We're happy to participate in this special charity tournament that funds uniforms, awards, special events, equipment upgrades and travel opportunities for Lanterman's special needs kids," said Steve Lewis, Founder & CEO of ShoeTips. "It's a great cause and the event's unique handicap format sounds like fun."

For more information on the All Fools Invitational, please contact: Marc Kelly, Tournament Coordinator; marckelly@sbcglobal.net or call: 310.529.8883.

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.

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.

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.

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



Q: Want to **stink less at golf?**
A: ShoeTips...The Last Thought Before Your Shot!

