



FOR IMMEDIATE RELEASE

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## ShoeTips set to participate in the 19<sup>th</sup> Annual Ann Liguori Foundation Charity Golf Classic on June 8<sup>th</sup> in East Hampton, New York

(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 participating in the 19th Annual Ann Liguori Foundation Charity Golf Classic which takes place at the Maidstone Club in East Hampton, N.Y., on Thursday, June 8.

Ann Liguori, renowned sports talk show host/interviewer/author and golf correspondent for WFAN Radio and CBS Sports Radio Network, hosts the popular charity event every year on the East End of Long Island. Sports Interview with Ann Liguori is heard Saturday mornings 9-10 AM EST on NPR's WPPB 88.3 FM and on-line at [peconicpublicbroadcasting.org](http://peconicpublicbroadcasting.org).



The annual charity tournament, played each year at a prestigious golf course in The Hamptons, raises money and awareness for not-for-profits that focus on cancer prevention, care and research, including St. Jude Children's Research Hospital, KIDS NEED MORE, a camp on Shelter Island for children with cancer and their siblings, and a variety of organizations that support this cause. ALF also works to educate young people about the importance of good nutrition and regular exercise. Another program the Ann Liguori Foundation supports is the ALF Sports Media Scholarship, assisting young women hoping to pursue a career in sports media and the Jim Liguori Memorial Scholarship at the University of South Florida to help students in need.

Each golfer will receive a goodie bag containing a set of ShoeTips along with a variety of premium-items upon check-in.

"Having your mind in the right place just before you swing is paramount to hitting a pure golf shot," said Ann Liguori. "ShoeTips, with their one-word messages that attach to your shoelaces (or can be displayed on your golf bag), will help golfers do just that! I'm excited to share ShoeTips with the golfers who support our event! Our passionate golfers will no doubt benefit from this reinforcement! These easily-seen messages are such a great idea! I know my golfers will embrace it!"



### **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.

### **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](http://www.ShoeTips.com).

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