



FOR IMMEDIATE RELEASE

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ShoeTips announces plans to participate in the Golf Channel Am Tour's Irvine Amateur Championship July 9th at Oak Creek GC

(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 will be participating in the Golf Channel Am Tour's Irvine Amateur Championship set for Sunday, July 9th at Oak Creek Golf Club in Irvine, CA. ShoeTips will be on site and providing samples to players competing in the event.

About the Irvine Amateur Championship

In true Tom Fazio form, Oak Creek Golf Club beckons the competitive spirit of golf players at all levels. Each of the 18 holes throughout this Orange County golf course presents new challenges amid tapered fairways, scenic greens, beautiful lakes and bull-nose carved bunkers. Entry fee of \$150 includes green fees, cart fees, range balls, scoring, trophies, and player prize fund.

About Golf Channel Am Tour

Golf Channel Amateur Tour provides an authentic TOUR quality experience for players of all ages and abilities. Compete with golfers at your skill level, gain access to top courses in your area and across the country. Sign up today for the very best in tournament golf that no other amateur golf tour can provide.

For \$199 annual membership fee you'll enjoy...

Competition

Player of all ages and skill sets welcome! With 12 flights, including 6 senior flights, you will be matched up to compete with players of your skill level. Gross scoring in each flight gives maximum competition.

Authentic TOUR Quality Experience

Professionally run and organized down to every detail, you'll feel like you're playing on a pro tour.

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](#).

Visit us on [Facebook](#), [Instagram](#) or [Twitter](#).

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.