

Press Release



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BLISS NOT BLISTERS!

Congratulations to all those parents who sensibly purchased fitted shoes for their children. Why? Read on!

Firstly, there are more children being treated by Podiatrists than at any other time in history.

Secondly, the majority of elderly people are in need of chiropody because of the lack of foot health knowledge when they were young.

Thirdly, bad footwear does not just affect your feet, but your knees, hips, back, neck etc. all of which is costing the DHSS millions of pounds in lost working hours and the NHS in suitable remedial healthcare.

Fourthly, a qualified Shoe Fitter (MSSF - Member of the Society of Shoe Fitters), **charges absolutely nothing for their services** and the skill and expertise they can impart has taken best part of a year to acquire.

We are fortunate in this country to have two major brands in half sizes and width fittings - Start-rite Shoes and Clarks. However, a Qualified Fitter will correctly fit other lesser known continental brands too. Parents are often happy to purchase cheaply made footwear from self-service shops as if they were 'pick'n mix, without any regard for the well-being of their children's health, merely because they are cheaper, or they go with an outfit – this is storing up problems for their future.

The cost of quality branded shoes sometimes seems to be an issue with Journalists, but the price of good shoes, reflects the quality and skill that goes into making them, and ironically most cost less than the designer sportswear and sweatshirts that many parents are prepared to buy due to pressure from their children; that certainly won't damage their health in the same way as their footwear will!

So, parents, rest assured you are doing the right thing in having your families shoes fitted and buying quality footwear, and if you are at all worried that we have something to gain from all of this, I can assure you we do not, as the Society of Shoe Fitters is an unbiased not-for-profit making organization that has been around since 1959 helping hundreds of the public young and old to find shoes to fit.

Need advice?

We recommend you visit a Qualified Shoe Fitter: www.shoefitters-uk.org