

**Media Contacts:**

Brandye Billeter  
[brandye@beheardpr.com](mailto:brandye@beheardpr.com)  
602.821.2881

Sarah Padilla  
[sarah@beheardpr.com](mailto:sarah@beheardpr.com)  
602.318.4958

## **Winter Sports Enthusiasts Give Cold the Finger with Innovative New Product**

**Scottsdale, Ariz. (Dec. 14, 2010)** – Entrepreneur and avid snowboarder Paul Yatkowski estimates that he's thrown out nearly \$1,000 of quality leather snow gloves over the past six seasons. The problem? One or two fingertips on the otherwise perfect gloves had worn through from just one season of riding the mountain.

In his search for a solution, Yatkowski came up with Just the Tip, a first-of-its-kind product designed to help gloves last longer. Just the Tip is just that – a protective and customizable covering that easily applies over the fingers of ski and snowboarding gloves, preventing the wear and tear that can make even the best quality gloves useless.

"I know that I'm not the only one frustrated with throwing away an otherwise perfectly good pair of gloves season after season, so I was surprised that there wasn't already a similar product on the market," says Yatkowski. "I think that skiers and snowboarders alike will find that Just the Tip is an economical and environmentally-friendly solution to an age-old problem."

The product itself is simple – a leather or nylon sheath is affixed over the finger of an existing glove using a quick patent-pending process. Embroidered with customizable designs, Just the Tip lets wearers tell the world who they are without saying a word. A variety of creative and edgy options – including flames, bones, skulls and sports slang – are available, or the tips can be personalized with a name, logo, unique design or company brand.

"Winter athletes and enthusiasts of all ages love to express themselves with unique apparel and accessories. Just the Tip lets them create an identity through an article of apparel that up until now has not been customizable," says Yatkowski.

The product, which is made in the U.S.A., is now available at [oneupsportsgear.com](http://oneupsportsgear.com). Prices range from \$14.95 for a basic design to \$24.95 or more for a custom product – far less than the cost of a new pair of gloves, which can retail for more than \$150.

Just the Tip is the inaugural product from Yatkowski's Scottsdale, Ariz.-based company, One Up. The Canadian-born entrepreneur is a former professional football player who discovered a love of snowboarding a little more than 12 years ago. Eventually, he plans to expand the company to include a full line of unique apparel and accessories for skiers and snowboarders.

— One Up —