



# Michigan Startup Brings Innovation and Style to Steve Harvey's Funderdome

*Switchheels are high heel shoes that can transform to flat or midheel shoes. Switchheels will be competing on Steve Harvey's Funderdome Sept. 17, at 9:00 on ABC.*

ST. CLAIR SHOES, MI, USA, September 15, 2017 /EINPresswire.com/ -- Michigan Startup Brings Innovation and Style to Steve Harvey's Funderdome!

TUNE IN SUNDAY SEPTEMBER 17TH AT 9:00PM/10:00PM EST/PST ON ABC  
ST.CLAIR SHORES, MI SEPTEMBER 11, 2017/Switchheels/-

Meet Brad Alan and Briana Distlerath, Co-Founders of Switchheels INC. This father and daughter team is on the verge of releasing their groundbreaking new technology in the shoe industry. Launching a product from design to production is a difficult task. This father daughter duo, native to St. Clair Shores Michigan, has set out to launch a new shoe that will have interchangeable heels. Have you or a loved one ever experienced pain from wearing high heels? Switchheels has the solution!

Women are constantly struggling to make high heels more comfortable. Currently, women must resort to carrying a second pair of shoes with them with little to no solutions on the market to relieve high heel shoe pain. Brad Alan developed Switchheels technology so that women can easily switch out a high heel for a flat heel without ever removing their foot from their shoe.

Switchheels will offer 3 shoes in 1 to consumers at an affordable price. The technology in the shoes is patent pending. Currently, Switchheels INC is testing different manufacturing companies and shoe designers to bring this product to market.

To help support this father -daughter team, tune in Sunday September 17th at 9:00PM/10:00PM EST/PST on ABC and watch Switchheels compete on Steve Harvey's Funderdome.

You can show your support by visiting <https://kickizer.com/switchheels> and sign up for your chance to win a pair of Switchheels or a \$25 Visa gift card!

Contact:  
Brad Alan  
Inventor and President  
Switchheels INC

Phone: 586.447.6444  
sales@switchheels.com  
switchheels.com

Brad Alan  
Switchheels  
586-447-6444  
[email us here](#)

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