



For Immediate Release

15 September 2014

Phuket, Thailand

Tow Skim Mania “Skimming” Toward Australian Beaches

National Launch at Mooloolaba on September.



High Resolution Photo:

<http://media.towskim.com/2014/tow-skim-media-release-140823001.zip>



High Resolution Photo:

<http://media.towskim.com/2014/tow-skim-media-release-130525001.zip>



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Phuket, Thailand. September, 2014. *Tow Skim*, the kids' fun board mania sweeping the shallows of sandy beaches around the world is coming to Australia on September 2014.

Creator, Aussie Mark Breit and one of his three sons who have been directly involved in the creation of *Tow Skim*, Jack (10), are heading to Australia to launch *Tow Skim* at Mooloolaba Beach on Queensland's Sunshine Coast.

Tow Skim is a slightly modified skim board with a patented, adjustable towing system pulled by an adult or another kid along the beach shallows. Kids can ride at three different levels, THE “knee rider” for the little ones and beginners to give them the thrill of aquaplaning in a comfortable position; the “handle rider” standing with the rope connected to the board to work on their balance or “free rider” by disconnecting the rope and throwing the board down and jumping on as it moves. **ALLOWS RIDERS TO DO ALL KINDS OF TRICKS.**

Kids Development for Kids

Since its launch in April 2014, *Tow Skim* has literally “skimmed” its way into the hearts and minds of people in more than 12 countries including Canada, Hong Kong, Malaysia, Singapore, Vietnam, Indonesia, the Philippines and Thailand. Demand has forced *Tow Skim* to increase production five fold in preparation for Christmas.

Australia is one of the major targets for *Tow Skim*.

Says Mark, who revels in the title of “Global Tribe Chief”: “Australia has to be the ideal place for *Tow Skim* with its great beaches, beach culture and sporty population. As Aussies, we know *Tow Skim* will catch on very quickly. The *Tow Skim* product is aimed at kids 2-12 years old. Every beach in Australia is packed with kids of those ages.” To help spread the word they are inviting schools from within a 50 kilometer radius of Mooloolaba to come to the launch.

Mark says the father/son partnership came from his boys wanting to do something more than the usual things on the beach: “I don't do sand castles, SAYS MARK. But every dad wants to see their kids develop by doing something active and fun, especially when you can do it together. This is a genuine interactive product that encourages parents to interact with their kids. Many of our customers buy boards



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because it is a fun way for them to play with their kids and involves them doing some exercise at the same time. Fortunately for those 'not so active' parents, the kids can pull other kids so the adults can relax on the beach...sometimes."

"We Are Riding the (Little) Waves."

As Mark's co-founder, American Eric Hehl, a highly experienced web developer who goes by the title, "Global Solutions Guru," says in reference to the importance of having input from children into the marketing and development of *Tow Skim* and how quickly it has caught on: "We are riding the (little) waves." Eric points out the people towing the *Tow Skims* boards don't necessarily have to be super fit. Once the board gets momentum it is easy to tow. The mums and dads can sometimes tire easily, but the kids will pull each other for hours."

A Family Affair

Family is at the heart of *Tow Skim's* philosophy. Mark's three sons, Jack ("Champ"), Connor ("Connor Dog") 8 and Tyson ("Tys") 5 have inputted ideas from the outset: "This is a kids' activity developed by kids for kids," says Mark, a former physical training instructor in the Australian army: "I want my kids to know about business and this is the perfect platform as they can be involved at so many levels. It is extremely interesting listening to their feedback. They have great ideas, many of which have been implemented. They are always coming up with new ideas on how to grow the product and brand

The boys, who could be called "Board Members" such is their involvement ("we MAINLY talk about everything in the car all the time," says Mark) use their upbringing from living on Phuket, with its numerous beautiful sandy beaches ideal for *Tow Skim* activity, and love of sports to offer their own professional advice and insights as the actual most frequent users of the product.

The "Tribe" Concept

But Mark Eric and the boys are not stopping with just producing *Tow Skim* for fun on the beach. Utilising the advantages of the Internet and social media, they have developed what they call a "tribe" network through the colourful website www.towskim.com that encourages children of all ages to enjoy *Tow Skim*.

The concept is to build a "community," or in this case a "tribe," around *Tow Skim* so it is also an educational programme about fun, water sports, safety and enjoying time at the beach as a family and/or with friends. Jack, Connor and Tyson typify the idea of using the fun aspect of *Tow Skim* to build confidence through fronting videos, conducting interviews and, generally, becoming little sports personalities in their own right.



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“We believe Mooloolaba, is a great place to launch *Tow Skim*. We are expecting children from schools in the district to come along. Jack, who hasn't been to Australia since he was three, is very excited about showing off the boards and teaching the local kids how to *Tow Skim*,” said Mark.

Central to *Tow Skim*'s development is the viral marketing they can do through the Internet and social media. With the effort that has been put into marketing the website, social media, videos and the other online strategies that have been planned, Mark and Eric are confident the online shop will be the main platform for *Tow Skim* sales in the future.

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Note to the Editor:

About Tow Skim: Tow Skim was launched on Layan Beach, Phuket in April 2014. The concept was hatched and developed by former colleagues, Australian professional leisure manager Mark Breit, American IT and business solutions expert Eric Hehl and Mark's three boys, Jack, Connor and Tyson. It has been a true partnership from the outset, with the boys providing insightful and valuable input into all aspects of the development. Tow Skim has been “sighted” in more than 12 countries and parents and kids try it and go online to sing its praises. So join the Tribe. Everyone's Welcome.

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