

For Immediate Release
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Capabilities, a woman-owned Metro Denver retailer specializing in lifestyle products for health, comfort and mobility, is pleased to announce the launch of its newest product line, released under Capabilities' private label. *Mobile Art Crutch Covers and Grips*. Designed by Denver area local, Amy Vicioso, Capabilities has exclusive rights to Amy's whimsical AND practical designs. Made with a fabric of combined cotton and Spandex fabric and lined with 1.5 inches of foam, these crutch covers and grips are the most comfortable solution when using crutches, bar none. Amy has chosen an array of colors, including several tie-dyed patterns and designer fabrics that dress up a traditional pair of crutches. Capabilities' *Mobile Art Covers and Grips* are also machine-washable, making these products both reusable and safe. Controlling the effects of bacteria on the skin is a prevalent issue with traditional crutch use. *Mobile Art Crutch Covers and Grips* also solve the significant problem of underarm pain and blisters that occur with the use of crutches.

Owners Pam Pressel and Kathryn Arbour discovered Amy Vicioso's art when introduced last year to her hand-painting technique that personalizes mobility equipment, specifically canes, crutches, walkers and wheelchairs. Prompted in the 1990s by a request from a friend, Amy developed a technique that bonds to the metals used for mobility equipment, creating unique and lasting designs. Working out of her garage in her "spare" time for friends and family, Amy launched her business in 2000 providing the hand-painted mobility art as a hobby. By day, Amy is a successful technology data architect. Pressel and Arbour purchased Amy's work and proposed bringing Amy on as their product designer for specialty, private-labeled products. She joined the Capabilities team in 2006. Capabilities is now the only place to purchase the Mobile Art collection of mobility equipment and accessories.

Owner Pam Pressel notes, "The buying public loves Mobile Art. We have products at multiple price points, satisfying buyers all along the purchasing spectrum." Mobile Art Crutch Covers and Grips retail from \$24.95. Mobile Art mobility equipment starts at \$79.95." Owner Kathryn Arbour quotes a recent customer who purchased multiple pairs of the crutch covers and grips. "I want to match every outfit I have!"

Pressel and Arbour say that short-term future plans include expansion of Capabilities retail locations throughout the Metro region. The pair eventually envisions national expansion of Capabilities, which launched its flagship Westminster location in September of 2005. The soft launch of their website in 2007 brought visitors and purchases from across the country and internationally. They are working on a revised site to be launched second quarter this year.

See examples of Mobile Art at www.capabilities.com. Visit Capabilities flagship location at 6805 W. 88th Avenue in Westminster to experience the wide array of products for comfort and mobility. Call 720-214-0339 for hours and directions.