

METROGRIP

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Fashion Model Turns Inventor

Brooklyn, New York — January 20, 2005 — The newest innovation in commuting has come not from a pocket-pen-protected engineer but from a successful model. New Yorker Christine Goulden, who commutes daily in and out of the city in her work as a model and photographer, was struck by how people tend to crowd near doors so they can have a place to lean on. “Nobody wants to touch the slimy horizontal poles that you are supposed to hold onto,” she said. One day while playing a game of “wouldn’t it be cool if…” with a friend on the train, she said, “wouldn’t it be cool if they had something to hold onto the poles with so that you wouldn’t have to touch them.” From there, after a year of development, the idea became reality as the Metrogrip.



Goulden’s commuter solution is decidedly low-tech; yet it may revolutionize the daily commute for millions. The Metrogrip is a portable, personal device for holding on to bus, train, or subway rails with comfort and ease all while avoiding contact with germs. Users simply pop it out of their pocket or purse and sling it over the rail. The handles are comfortable, easier to reach than the rails, and users do not have to touch the rails. The Metrogrip folds easily into the pocket of commuters to be

whipped out when needed and put away after use. It is made of a super-strong nylon material that resists water, stains, and mildew and is completely machine washable.



The product is available now online at www.metrogrip.com for just \$8.99 and comes with its own carrying case. Soon, the Metrogrip will be available in local stores.

Christine Goulden, the inventor of Metrogrip, is a formidable force at the age of 24. A Ford model, photographer, and writer, her creativity has now extended from the arts to this practical project for the real world. This model, photographer, inventor, and business woman is available for interviews but you can also learn more by visiting <http://www.christinegoulden.com/biography/> for biographical information and view her professional photography at <http://www.chrispics.com>.

For additional information or to interview Christine Goulden, contact: Anthony Johnson at 212-786-2947.

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