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NEWS

The CastCoverZ! Broken Bones Club Helps Make Broken Bone Healing Fun and Community-Centric

The world leader in cast covers and patient-requested orthopedic gear announces a club for people who have broken a bone.

Hollister, CA. (July 2011) - Enduring a broken bone or sprain is painful enough, to add insult to injury having to wear an ugly, cumbersome cast, boot, splint or brace can make it worse. For these reasons [CastCoverZ!](#), the leader in [cast covers](#) and the world's largest specialty retailer for providing orthopedic after-market products has created a club that brings together people of all ages who have one thing in common - they all have broken a bone.

Annette d. Giacomazzi, Founder and Owner of CastCoverZ!, describes the inspiration for creating the club, "My daughter has broken seven bones. When I listen to her talk about her injuries with other injured people, they speak a language that a lot of people don't speak. When I speak to customers I realize they feel better when I speak their language. There's something very comforting in having someone understand what a colles or talus fracture is. That's when I realized there is an accidental affinity among people who have suffered a broken bone. I wanted to infuse some fun and lightheartedness into an otherwise serious situation. [The Broken Bones Club](#) was a natural creation from that realization."

The Broken Bones Club concept may be new, but its significance is staggering when you look at these statistics. There are 7,000,000 fractures in the United States every year, combined soft tissue injuries (e.g.: ankle sprains, shoulder strains) and orthopedic surgeries (bunion, back and ACL repair surgery, among others) for a total that skyrockets to 60,000,000 people in the United States every year suffering from an orthopedic event.

"1 in 5 people in America are broken, casted, splinted, braced, booted or in a sling or on crutches, every year", says Annette d. Giacomazzi. "When you realized the numbers of Americans with broken bones is on the rise, the necessity for bringing together this community is in great demand!" A family friendly member's forum is planned for the near future and more branded gear.

Elements of The Broken Bones club membership include "Member of the Broken Bones Club" t-shirts, coffee mugs and a free downloadable, membership certificate at the CastCoverZ! website, http://www.castcoverz.com/broken_bones_club_cast_gear.php.

[CastCoverZ!™](#) offers functional and fashionable products designed to cover casts, orthotic walking boots, splints and braces, as well as offers companion products that make a patient's life simple and bring relief, comfort and fun. [CastShield™](#) lets you shower with confidence and dignity, [CastCooler®](#) gives immediate relief from the itch and stench of/from wearing a cast, [DryPro™](#) lets you get back in the pool or go to the beach, and [LemonAid® Crutches](#) offers crutches in vibrant colors and a practical, yet fashionable crutch accessory line, [CrutchWear®](#). CastCoverZ! has been featured in Parenting Magazine, About.com, Mom Invented, Orthopedic This Week, Lower Extremity Review, KidzWorld, Newsday, and many more. CastCoverZ! products are currently available at select orthopedic surgeon offices, such as [TRIA](#), in Bloomington, Minnesota or at www.castcoverz.com. CastCoverZ! ships world-wide and is represented in Benelux by [Lomed](#).