

FOR IMMEDIATE RELEASE
January 2012



Media Contact: Carol Presser
Phone: (831) 636-3500
Email: press@castcoverz.com

NEWS

CastCoverZ! Fashionable Cast Covers Featured on Good Day Sacramento

Founder of cast cover business and actual patients respond to "CAST"ing call for Good Day Sacramento on January 15th, 2012 at 7am PST

HOLLISTER, CA (January 2012) – When Melissa Cabral, [Good Day Sacramento](#) and KMAX-TV reporter broke her arm, the fashion, function and fun cast cover company, [CastCoverZ!](#) sent a CCZ! Care Package so she could feel better and heal better. The package included fashion cast covers [Armz!](#) and [Sleeperz!](#), both prevent the snagging of clothes and scratching of furniture and other people. Cabral also received a [Slingz!](#), a fashion arm sling and significant improvement over the hospital issued blue or black. [CastShield™](#), a waterproof cast cover, and a [CastCooler®](#) were included in the care package to help keep to help keep her cast dry, smell and itch-free.

Ms. Cabral was so excited about her cast covers and companion feel-good products that a "CAST"ing call was put out to fans of Good Day Sacramento, who were currently in a cast or wearing a brace. On Sunday, January 15th, at 7:00 a.m. PST, Good Day Sacramento featured CastCoverZ! on multiple segments starting with an in-studio interview with CastCoverZ! company founder Annette d. Giacomazzi and six fabulous models. When asked about CastCoverZ! Melissa Cabral said on the air, "This is a genius product." She was so happy not only with the fashion element of the covers, but also for the function of the various products. "It saved me from snags," she said about the Sleeperz! fleece cast cover. Then she raved about the CastCooler® that helped keep her cast dry and cool, "No more smell or itch!" Annette d. Giacomazzi explained that developing her business was, "a labor of love that came about after her daughter Elli, broke her sixth bone." She wanted to help other broken and injured patients to "feel better and heal better," so she started manufacturing and distributing fun, fashionable and functional products. That segment also featured waterproof products; CastShield™ and [DryPro®](#), and crutch accessories. Later, the program showcased the five Good Day fans at a "cast" party in the "break" room of the Good Day Sacramento studio and culminated with a fun fashion show.

"Being on Good Day Sacramento with Melissa Cabral was an outstanding opportunity," said Giacomazzi. "Viewers saw the combination of relief, comfort and fun from Melissa and real customers who use our products. Having a broken bone shouldn't break your day-to-day lifestyle. Melissa's busy life as a TV personality and mom shows how CastCoverZ! products can make recovery a feel better, heal better experience."

CastCoverZ! products are available on the web at www.castcoverz.com, as well as select orthopedic surgeon's offices and pharmacies.

About CastCoverZ!

CastCoverZ!™ offers functional and fashionable products designed to cover casts, orthotic walking boots, splints and braces, and companion products to bring relief and comfort to orthopedic patients. Their flagship product is a stretchy and washable cast covering fabric sleeve in a range of designs that easily slips over casts and braces of multiple shapes and

sizes. *Necessity is the mother of invention; created originally to comfort the 10 year old daughter of the founder, who has broken 8 bones, CastCoverZ! is now international, carrying 10 product lines and distributing 4 additional lines. 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, pharmacies, or direct at www.castcoverz.com. CastCoverZ! ships world-wide.*