

FOR IMMEDIATE RELEASE
March 2012



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

NEWS

Yahoo! Gets the Scoop on CastCoverZ!

Yahoo.com to feature CCZ! Mompreneur Annette Giacomazzi and the inspiration for her branded CastCoverZ! products, daughter Elli, in a video segment to air March 15, 2012

HOLLISTER, CA (March 2012) – Once again, the mainstream media has hopped onto the [CastCoverZ!](#) brand bandwagon. The latest in a recent string of high-profile media outlets to feature CCZ! founder and “mompreneur” Annette Giacomazzi and her brand of CastCoverZ! products is the ever-popular search engine and online media hub [Yahoo!](#). On Thursday, March 15, Yahoo’s sister site, [Shine](#), a portal dedicated to featuring stories about women’s lifestyle, including work, health, family, and fashion, will host a video titled “The Accidental Entrepreneur,” a play on the unique way in which Giacomazzi came up with the idea to start her CastCoverZ! business.

In 2008, [Annette Giacomazzi](#)’s daughter, Elli – who is also featured in the Yahoo! Video – broke a bone for the sixth time in her relatively brief, 10-year lifespan. That sixth break was the humerus bone in her upper arm, but knowing she had broken half a dozen bones in such a short period of time was anything but humorous. In an effort to bring a little smile to her daughter’s face through the ordeal, Giacomazzi handmade a few sets of covers for Elli’s cast and slings, and the idea for CastCoverZ! and its mission to provide fun and functional products to orthopedic patients was born.

“Moments of clarity happen to everybody. Taking action is what separates the “I did’s” from the “what if’s”, said Giacomazzi. “In seeing the joy I was able to bring to my daughter’s face in light of all the pain she was dealing with on so many levels, I realized that I could provide the same joy to people everywhere. The best part is, [CastCoverZ!](#) and companion products are functional as well as fun.”

CastCoverZ! branded products [cover a cast](#), splint, brace or boot to keep it clean, free from snagging and scratching and allow you to wear your personality, including designer colored crutches. In addition, CastCoverZ! carries products that ease the frustration and inconvenience of wearing a cast. For example, [cast waterproof products](#), crutch accessories and a device to keep your cast itch and smell-free!

To catch the whole story, *The Accidental Entrepreneur*, visit the [Financially Fit](#) section of the Yahoo! [Shine](#) website on Thursday, March 15.

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.