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NEWS

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## **Cast Covers Brand Transforms Broken Limbs into 3-D Animal Adventures with new CastCriterz! for Children**

*CastCoverz!, the leading global manufacturer, e-tailer and innovator of essential orthopedic soft goods introduces animal inspired children's arm cast covers.*

**SAN JOSE, CA (November 2013)** – As a rule, children are afraid of doctors and breaking a bone compounds the problem. Luckily, [CastCoverz!](#), the global leader of cast covers, eases parent and children's anxiety with the innovative, [CastCriterz!](#) Annette d. Giacomazzi, CEO of CastCoverz!, said, "We are very excited to introduce CastCriterz! to the general public. The four playful styles changes the conversation from, 'What happened to you?' to 'How cool is that?'" CastCoverz! manufactures covers for casts, braces, splints and orthopedic boots. They also have a line of designer slings, CrutchWear® and chic colored crutches. For one-stop shopping convenience, CastCoverz! also offers carefully chosen comfort products to ease the suffering and inconvenience caused by an orthopedic fracture and/or surgery.

CastCriterz! was the idea of a customer, Tamara Monosoff, founder and owner of [MomInvented®](#), the leading community of mompreneurs. Dr. Monosoff said, "My daughter broke her ankle a couple of summers ago. It just so happened that Annette was in one of my [Power Mentoring](#) classes at the same time. She supplied us with everything to make Kiara feel better, so she could heal better. Subsequent conversations and brainstorming brought out the idea of CastCriterz! I envisioned alligators and zebras running up an arm or down a leg. Annette researched it, completed and tested prototypes, and executed. I think they are adorable and I'm so glad she has a hit!" Giacomazzi said about her lauded customer, "The fulfillment of Tamara's idea epitomizes how we go to market. Our best ideas come from our customers!"

The CastCriterz! limited edition styles include, Zebra Zazzle, Lizagator, My Pink Pony and TuTuCute. Currently available for arm cast covers only, CastCriterz! for leg cast covers will soon be released. Though CastCoverz! cast cover products seem to be just a fashion cast cover or a designer cast cover, they are functional, as well. Just like CastCoverz! standard [arm cast covers](#), CastCriterz! keep casts clean, prevent the snagging of clothes and scratching of furniture. Giacomazzi added, "More importantly, CastCriterz! help our littlest customers feel better, so they heal better."

For more information on the CastCoverz! selection of Made in the USA branded cast covers and orthopedic accessories, visit CastCoverz! online at <http://www.castcoverz.com>

**About CastCoverZ!™**

CastCoverZ! is the leading global manufacturer, e-tailer and innovator of essential orthopedic soft goods (brace, splint, boot, and cast covers), patient-requested orthopedic gear and orthopedic accessories (crutches, CrutchWear®, EvenUp, waterproof products). CastCoverZ! has been featured in Yahoo!, Good Day Sacramento, Entrepreneur, Parenting Magazine, About.com, Huffington Post, Womenetics, NYTimes, Orthopedic This Week, and Newsday. CastCoverZ! products ship world-wide and are available for purchase at select orthopedic clinics and [www.CastCoverZ.com](http://www.CastCoverZ.com)