

FOR IMMEDIATE RELEASE  
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**CASTCoverZ!**<sup>™</sup>  
Feel Better, Heal Better

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

NEWS

## Dr. Scott Hoffinger Signs on as Medical Advisor for CastCoverZ!<sup>™</sup>

*Associate Chief of Pediatric Orthopaedics and Clinical Associate Professor of Stanford University Medical Center, Lucile Packard Children's Hospital joins maker of cast covers and orthopedic gear in advisory role.*

SAN JOSE, CA (AUGUST 2012) – [CastCoverZ!](#) a leading provider, retailer and innovator of fashionable and functional cast, brace, splint and walking boot covers, designer colored crutches, crutch accessories and patient requested orthopedic products, is very pleased to announce that Dr. Scott Hoffinger, Associate Chief of Pediatric Orthopaedics and Clinical Associate Professor of Stanford University Medical Center, [Lucile Packard Children's Hospital](#) has agreed to be the company's medical advisor.

[Dr. Hoffinger](#), formerly the Director of Orthopedic Surgery for [Oakland \(CA\) Children's Hospital](#), is the perfect fit for the CastCoverZ! brand. While attending medical school, he decided to focus on orthopedics and became determined to succeed in his field. He did just that by becoming the country's youngest board-certified orthopedic surgeon while completing his residency at Yale Medical Center. Dr. Hoffinger was also the consulting orthopedic surgeon for the recently retired TLC reality show, "[Little People, Big World](#)" and served five times in Iraq as a front-line orthopedic surgeon. Not only does his distinguished medical career and responsive nature make him a perfect fit for CastCoverZ!, Dr. Hoffinger also possesses an unsurpassed affinity for CastCoverZ!'s line of products.

"When I first saw the [CastCoverZ! orthopedic products](#) it was an instant 'wow!' It had that 'why didn't I think of that?' feel," said Dr. Hoffinger. "CastCoverZ! are colorful, adorable, fun products that also serve a great functional purpose. CastCoverZ! [cast covers](#) and [crutch accessories](#) replace the homegrown, often drab selection of washcloths and towels that usually cover the crutches, or the long sleeves and sweatshirts that are pulled down to hide the cast."

CastCoverZ! has already achieved a measure of success on its own, but being able to bring a successful, well known children's orthopedic surgeon into the fold can only strengthen the brand's reputation for providing products that are not only fun and functional, but also of high quality and beneficial to patients recovering from an orthopedic event.

"We are truly thrilled to have the good fortune to welcome Dr. Hoffinger to our team," said CastCoverZ! Founder and CEO, [Annette Giacomazzi](#). "Not only is he a highly respected, top-notch children's orthopedic surgeon, but he has a take-action, positive demeanor that meshes well with our team and our products. We are very pleased that CastCoverZ! attracted such a well-qualified leader with a strong history of achievement and couldn't be more excited to have him on board."

### About CastCoverZ!

*CastCoverZ!<sup>™</sup> is fun, 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. CastCoverZ! has been featured in Yahoo!, Good Day Sacramento, Entrepreneur, Parenting Magazine, About.com, Mom Invented, Orthopedic This Week, Lower Extremity Review, KidzWorld, and Newsday. CastCoverZ! products are currently available at*

*select orthopedic surgeon offices, pharmacies, or direct at [www.CastCoverZ.com](http://www.CastCoverZ.com).  
CastCoverZ! ships world-wide.*