

Christina Daves -Inventor/Spokesperson/Host



Yep! That's Christina and Steve Harvey right after she won his Top Inventor's Competition on his Emmy® Award winning daytime show. This was her very first television experience. She was so nervous that she actually tried to get a friend to hypnotize her before she went on air. No such luck! But in the end, it all worked out. Her invention of fashion accessories for medical boots won the grand prize of \$20,000. She was dead broke at that time and this appearance changed everything for her! Not only did she land her first television appearance, the prize got her out of debt and got her product noticed on a national platform.

A month later, Diana Ross wore one of her flowers on her medical boot when she sang for President Obama at *Christmas in Washington*. Then, Steve Harvey ran another segment about Christina and her products and how Diana Ross was wearing it. After that, she started getting asked to do other television appearances and that's when she realized she could use this platform to help other people - other inventors - get much needed exposure for their products.

Christina has over 75,000 online fans and has appeared on television stations across the country on NBC, CBS, FOX, and ABC, where she hosts a monthly segment on *Good Morning Washington*. Nationally, she has appeared on not only *The Steve Harvey Show* but also the *Today Show* and *Dr. Oz*. She has partnered with brands like Amazon, Home Depot, Bed Bath Beyond, Kohl's, Ace/The Grommet, Tristar Products, Sharper Image, and OXO to feature their products as well as many local inventors to help them get noticed.

She has also authored two bestselling books on the topic, *PR for Anyone™ 100+ Affordable Ways to Easily Create Buzz for Your Business* and *The DIY Guide to FREE Publicity*.

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