

Christina Daves is a native Washingtonian and serial entrepreneur who has founded and run 5 successful companies over the past 20 years. She has a knack for discovering niche markets from service industries to retail, to consumer goods.

Through her latest venture, [CastMedic Designs](#), she designs and manufactures MediFashions, which are accessories to make medical boots fashionable. Christina's products have won national awards and have also been worn by celebrities.

Desperately needing brand awareness and product exposure after launching, and not having any resources to hire a publicist or pay for advertising, Christina taught herself everything she could about doing her own publicity. In less than one year she appeared in over 50 media outlets including three appearances on the Steve Harvey Show, Doctor Oz, local affiliates of NBC, CBS, ABC, FOX, and the CW, The Washington Post, and national magazines like All You and Parenting.

To date, her appearances have grown to over 250 and most recently include TODAY and TODAY on Sirius, Forbes, and FOX5, Washington, D.C.

As a result of her PR success, she founded [PR for Anyone®](#) to help other small business owners learn how to do what she did to have similar success.

Christina's clients have been featured in outlets such as: CNN, MSNBC, Fox Business, Wall Street Journal, O Magazine, People Style Watch, Good Housekeeping and many more.

Christina is also the author of the bestselling book, *PR for Anyone™ 100+ Affordable Ways to Easily Create Buzz for Your Business*, which shares her personal PR experiences as well as easy to follow tips to help small businesses gain their own publicity.