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## **Invention Propels Westchester Resident onto QVC**

*Shopping giant QVC to feature a North Salem, NY resident to demonstrate an invention to help beachgoers, just in time for summer season*

North Salem, NY – March 12, 2011 – A local Westchester resident will have a chance to sell a new invention to the QVC shopping network's 98 million US viewers.

Joanna Cali, a lifelong resident of Westchester County who currently lives in North Salem, recently spent a day at QVC Studio Park in West Chester, PA with popular QVC Morning Show host, Jayne Brown, learning how to present a product on air.

Cali has run an internet marketing firm since 1999, but recently co-founded Buoy Beach LLC with partner John Supino, inventor of the Shade Anchor Bag beach product, to manufacture and sell the invention. The pair submitted their product to QVC in November, and in a matter of weeks had undergone vendor training at the headquarters of the shopping network. The last step before airing was Cali's "guest training" last week; the next visit will be her live presentation of the invention on air.

"It was a lot of fun, and quite an education" said Cali of the training session. "Jayne is incredibly personable and smart, and an excellent teacher. Our product is a brand new concept and difficult to describe without an on-beach demonstration, but Jayne and the crew at QVC were brilliant at bringing it to life on set."

The Shade Anchor Bag is a device that keeps beach umbrellas from blowing away in the wind, using beach sand as ballast and unique anchor straps to secure an umbrella from the top, above the riser and spokes. The invention also doubles as a beach tote, eliminating the need to bring anything extra to the beach to secure an umbrella.

Said Supino, "I've spent most summers of my life on Long Beach Island in New Jersey, working as a lifeguard there in my teens and now bringing my kids there any chance I get. I've seen hundreds of umbrellas blowing down the beach, which isn't just annoying but dangerous. My family has struggled with those metal screws for years, but they don't work that well. I came up with the idea for the Shade



Anchor because there just wasn't anything on the market that could do the job well and I really needed something that worked. The Shade Anchor solved my problem."

The product will air on QVC in early May on a date to be determined, and the company hopes to sell 3,000 in the 6-8 minutes of air time allotted.

Cali founded her web company, Calico Systems Inc., in 1999. She and Supino opened Buoy Beach LLC in November 2010. The Shade Anchor Bag is the first invention launched by the firm, and there are several other concepts in production and on the drawing board for 2011 and beyond.

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