

## **PawTrotter for iPhone - New Easy App for Pet Parents and Animal Lovers**

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App Inspire, LLC today released PawTrotter 1.0 for iPhone and iPod Touch users who love animals. This brand new, easy to use app is a directory of over 130,000 businesses catering to all aspects of pets and their care, as well as a source of user ratings and reviews. As animal lovers themselves, the developers are donating 5% of all profits to the American Humane Association. It's the perfect tool for pet parents, whether at home or traveling with their best friend on four legs.

San Diego, CA - Announcing that App Inspire, LLC, the developers of PawTrotter, is excited to release an all-in-one application for pet parents. This brand new, easy to use app is a directory of over 130,000 businesses catering to all aspects of pets and their care, as well as a source of user ratings and reviews. As animal lovers themselves, the developers are donating 5% of all profits to the American Humane Association.

The new PawTrotter app is the perfect tool for pet parents, whether at home or traveling with their best friend on four legs. The program has listings for every type of product or service that might be needed or wanted. The reason it's so helpful and complete is because App Inspire's developers are passionate about animals themselves. They understand what pet ownership entails.

Ryan Cramer is the founder of the company and an experienced pet owner who moved around a lot for his job. "I rescued a greyhound 7 years ago at the same time that I traveled quite a bit on business. Rather than paying to put the dog in a kennel, I had always wished there was a way to easily find out if there are any pet-friendly hotels and/or doggie daycare, pet sitters, etc. nearby to where I was traveling." Knowing that he was not the only person looking for these types of services, Cramer finally decided he and App Inspire would be the ones to develop the solution. From that initial personal need, PawTrotter was born.

Developers have ensured that PawTrotter is a pet owner's dream come true. It contains more than 130,000 current listings of every business or service that a pet could ever need or want. The names and addresses are accompanied by user reviews and ratings to help people find the best businesses and pet-friendly destinations as quickly as possible, right from their iPhone.

PawTrotter is fast and convenient. It has a cool, easy-to-use 'wheel' interface that adds an element of fun for users while they are taking advantage of what the app has to offer, which is considerable. Aside from locating business information and getting feedback from others, users can submit their own favorite pet spot listing, complete with photos, as well as their personal review and rating. In this way, PawTrotter becomes an enormous community of sharing pet parents.

### Feature Highlights:

- \* Unique, interactive "wheel" interface makes finding pet-related businesses and destinations fun!
- \* Find over 130,000 Pet-friendly places in the following categories: Dog Parks & Beaches, Pet-Friendly Hotels, Pet Grooming & Washing, Veterinarians & Pet Hospitals, Pet Boarding & Sitting, and Pet Stores
- \* Browse ratings & reviews, and pick a great spot to bring your pet
- \* Narrow searches by category, distance, price, and rating
- \* Add photos, rate, and write reviews for favorite spots
- \* Look up addresses and phone numbers for pet-related destinations or businesses, then call or map them from the iPhone

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- \* Additional info screen for details on required pet deposit amounts for Hotels, hours of dog parks, beaches and more
- \* Save favorite spots to quickly and easily return to them at a moment's notice
- \* A percentage of profits are donated to the American Humane Association

The way this app was developed means that it can as easily be used to check out towns and cities that a user plans to visit with their pet, as it is to locate a business in their local area. That was intentional. Cramer's experience helped to shape the rich features, including the ability to locate businesses on a map and find out how much deposit they might require. Truly, this app is unique and totally comprehensive.

As die-hard animal lovers, the App Inspire developers are pledging to donate a percentage of all PawTrotter profits to the American Humane Association, whose mission it is to protect helpless animals and save them from abuse. It's pretty obvious that PawTrotter and everything associated with it, is all about what's best for a pet. This one has a big heart and committed cause.

#### About PawTrotter:

App Inspire, LLC was created for bringing fun, user-friendly mobile and web applications to the public at an affordable price. The PawTrotter app is a special work borne of a passion for animals.

#### Device Requirements:

- \* iPhone and iPod touch
- \* Requires iPhone OS 3.1.2 or later
- \* 1.9 MB

#### Pricing and Availability:

PawTrotter 1.0 is only \$2.99 (USD) and available worldwide exclusively through the App Store in the Travel category. Promo codes are available for qualified reviewers. Please specify the website or blog you represent when making your request.

#### PawTrotter 1.0:

<http://www.pawtrotter.com/mobile>

#### Purchase and Download:

<http://itunes.apple.com/us/app/pawtrotter/id351084374?mt=8>

#### Media Assets:

[http://s401.photobucket.com/albums/pp100/cramer123\\_bucket/PawTrotter/](http://s401.photobucket.com/albums/pp100/cramer123_bucket/PawTrotter/)

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