

## FOR IMMEDIATE RELEASE

### **Trade in Your Rush-Hour Commute for a Walk Around the Block** *NAPPS Offers Tips for Jumpstarting a Career as a Professional Pet Sitter*

MOUNT LAUREL, N.J. August 20, 2012—If your daily routine includes rushing out the door and eating breakfast in the car in an attempt to avoid traffic during your commute to the office, maybe it's time to put down the bagel and take a turn down a different career path. If spending the day with Fido and Fluffy seems more appealing than your 3 o'clock meeting, then consider a career that encourages you to play fetch...not a job that tempts you to play hooky.

The National Association of Professional Pet Sitters (NAPPS), a non-profit organization dedicated to promoting the welfare of animals, is a member-driven trade association of professional pet sitters who share a passion and love for animals. For some, pet sitting is their second career—they too became tired of eating breakfast in the car.

“Taking the first steps and making the decision to launch your professional pet sitting career will put you on the path to living a less stressful life, doing a job you love,” said John D’Ariano, president of NAPPS. “As a professional pet sitter, you can manage your own business and enjoy the daily company of animals. As a member of NAPPS, you can jumpstart your business and begin marketing your services to potential clients looking for quality, professional pet care.”

NAPPS provides its members with the tools they need to establish and strengthen their pet sitting business. Additionally, membership provides pet sitters with access to over 2,000 industry peers committed to mutually supporting, encouraging and mentoring their fellow NAPPS members.

Resources provided by NAPPS membership include:

- Step-by-step guides on how to start and grow a pet sitting business, along with other tools, forms, and marketing/public relations resources
- Member exclusive discounts on pet products, provided by corporate partners of NAPPS
- Inclusion in the NAPPS “Pet Sitter Locator” online directory for pet parents
- Monthly mentoring teleconferences and access to an exclusive online message board in which pet sitters discuss business challenges and solutions
- Quarterly magazine, *Professional Pet Sitter*, with informative and educational articles
- Group pricing for pet sitter insurance, credit card processing, and background screening
- Member pricing at the *NAPPS Annual Conference and Small Business Forum*

For many years, pet parents had limited care options for their pets and were often obligated to board their furry loved ones at a kennel while they had to be away from home. Today, the growing industry of in-home professional pet sitting focuses on providing quality care for animals, in the comfort of their own home. As a result, pets experience less anxiety when their pet parent must be away from home and are less likely to feel as though they were left behind or forgotten.

If you're considering a career as a professional pet sitter, you don't have to wander down the path alone. NAPPS can help guide you to building your business and creating a career that requires less time sitting in rush hour and offers more time to bond with your furry, four-legged clients.

**About NAPPS:** NAPPS is the only national non-profit trade association dedicated to serving the needs of professional pet sitters. The Association aims to help the pet owning public, those interested in pet sitting, and professionals engaged in the in-home pet care industry by fulfilling its vision statement, serving as “the most respected authority in professional pet sitting.” It does so by providing the tools and support to foster the success of its members. Additionally, pet parents can benefit from NAPPS’ free resources including a disaster preparedness guide, tips on how to select a pet sitter, nationwide referral service, and quarterly teleconferences aimed to educate the pet owning public. To find a pet sitter in your area, check out NAPPS’ nationwide “Pet Sitter Locator” at [www.petsitters.org](http://www.petsitters.org). For more information on NAPPS, please follow [@TheNAPPS](https://twitter.com/TheNAPPS) on Twitter or join us on Facebook at [facebook.com/TheNAPPS](https://facebook.com/TheNAPPS).

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