

FOR IMMEDIATE RELEASE

The National Association of Professional Pet Sitters Welcomes New Board Member *Virginia-Based Professional Pet Sitter, Isabel Alvarez Arata, Joins the NAPPS Board of Directors*

MOUNT LAUREL, N.J., April 21, 2015 – The National Association of Professional Pet Sitters (NAPPS), a nonprofit trade association dedicated to promoting the welfare of animals, announces the recent growth of their Board of Directors with the election of Isabel Alvarez Arata, owner of The Wag Pack, based out of Northern VA.

As the only national nonprofit trade association for pet sitters, NAPPS focuses on providing educational content, networking opportunities, and business development strategies to help professional pet sitters advance their businesses while helping the pet sitting industry grow. The NAPPS Board of Directors is made up of pet sitters who are business owners, and leaders in the in-home pet care industry. Members of the Board are responsible for guiding the direction of the association, providing tools and support to foster the success of members' businesses, promoting the value of pet sitting to the public and advocating for the welfare of animals.

"I'm excited to join the Board of Directors and help NAPPS continue to grow," said Isabel Alvarez Arata. "I am looking forward to working with the rest of the board and supporting current NAPPS members, while also expanding membership in the year ahead."

About Isabel Alvarez Arata

Isabel Alvarez Arata is the owner of The Wag Pack, based out of northern Virginia. Founded in 2008, The Wag Pack has grown from a one person operation to a team of fifteen pet sitters and dog walkers. Dogs, cats, birds, guinea pigs, hamsters, rabbits, turtles and even a potbelly pig have come under the care of Alvarez Arata and her staff. She makes being a pet parent easier by offering clients flexible scheduling and outstanding pet care in an area where commutes are long and lives are busy.

In her new role, Isabel will also serve as the Chair of the Membership Committee, assisting in determining strategies for boosting membership by both increasing member retention and recruiting new members.

"I'd like to welcome Isabel to our board and commend her for her commitment and dedication to NAPPS and the pet sitting profession," said Yvette Gonzales, president of NAPPS. "She has a wonderful work ethic and I know her efforts will lead to growth in our membership."

For more information on The Wag Pack, visit <http://www.thewagpack.com/home.html>.

About NAPPS:

NAPPS is the only national nonprofit 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. NAPPS recently launched a membership designed with the pet parent in mind—the NAPPS Pet Parent Membership is the

ultimate resource for pet lovers; offering guides, education opportunities, networking, and exclusive discounts and deals to help pet parents care for their animal companions. To find a pet sitter in your area, check out NAPPS' nationwide "Pet Sitter Locator" at 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.

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Media Contact:

Brian Price

Communications Coordinator

856-380-6875

bprice@ahint.com