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**National Association of Professional Pet Sitters Launches New Logo**  
*New Brand Reflects Growth and Professionalism of Pet Sitters*

MOUNT LAUREL, N.J. – The National Association of Professional Pet Sitters (NAPPS), a non-profit organization comprised of in-home pet care professionals, introduced its new logo January 28, 2011. Unveiled at the NAPPS 2011 Annual Conference and Small Business Forum in New Orleans, the new logo reflects the professionalism of the pet sitting industry through fresh imagery and colors.

“The NAPPS logo has always represented the quality work exhibited on a daily basis by our national network of pet sitters,” explained John D’Ariano, President of the National Association of Professional Pet Sitters. “With the growth of the pet sitting industry, our new logo retains NAPPS’ core values while reflecting a fresh and modern image.”

While creating the new logo, NAPPS strived to communicate the care, compassion and service that pet sitters provide to pets by using the image of a human hand and pet paw linked in partnership. The colors are bright and vibrant, conveying a modern sensibility and professionalism. Upon announcement at the Annual Conference, the logo immediately received positive feedback from members and industry leaders.

“We are enthusiastic about the updated logo, and look forward to continue providing quality services to pet sitters and pet parents,” continued D’Ariano.

Corresponding with the new logo, NAPPS also unveiled updated logos for the association’s programs, including Presents 4 Pets, the Business of the Year Award, NAPPS Certification, and the Youth Education Program. The new program logos can be viewed on NAPPS’ website at [www.petsitters.org](http://www.petsitters.org).

**About NAPPS:** NAPPS is a national non-profit trade association dedicated to promoting the welfare of animals. 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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