

**FOR IMMEDIATE RELEASE**

**NAPPS Continues to Accept Nominations for Business of the Year Award**

*Pet Sitters and Pet Parents Invited to Nominate Savvy Business Owners*

MOUNT LAUREL, N.J., August 8, 2011 – The deadline is fast approaching for the 2012 Business of the Year award, hosted by the National Association of Professional Pet Sitters (NAPPS). This prestigious award will recognize a NAPPS member who has demonstrated exceptional business practices while promoting the industry and standards of professional pet sitting. Nominations will be accepted through Sept. 1, 2011.

To be considered for this celebrated title, applicants must complete a comprehensive application and address what distinguishes their business as superior within the industry. Applicants will be judged on a wide range of criteria, from mission and vision of the company and management philosophy to innovation in products or services and community involvement. The NAPPS Business of the Year Selection Committee, comprised of a wide range of industry professionals and leaders, will review all applications and determine the winner.

Both pet sitters and the pet-owning public are invited to nominate a deserving professional pet sitter. The deadline to apply is Sept. 1, 2011 and the nomination form can be accessed through NAPPS' website, [www.petsitters.org](http://www.petsitters.org).

“Professional pet sitters not only provide outstanding care and attention to pets on a daily basis, but also manage the complex inner workings of an entrepreneurial business. The NAPPS Business of the Year award is our way of saying ‘well done’ to a business that has worked hard to provide the finest care to our furry friends,” explained John D’Ariano, NAPPS President.

The winner of the award will receive complimentary attendance at the 2012 NAPPS Annual Conference in Las Vegas, including registration, lodging, and transportation. In addition, the winner will receive several other benefits designed to enhance the winner’s business profile. Runner-up finalists are also awarded a variety of benefits.

Previous Business of the Year winners include Debra Farrington’s Petsitting Etc. (2011); Inko’s Exemplary Pet Care Services (2010); Terrapin Pets (2009); The Purrrfect Nanny (2008); and Bella’s House & Pet Sitting (2007).

**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. Additionally, pet parents can benefit from NAPPS’ free resources including a disaster preparedness guide, tips on how to select a pet sitter, and a nationwide referral service. 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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