

**FOR IMMEDIATE RELEASE**

**LOCAL BUSINESS HONORED BY LEADING PET SITTING ASSOCIATION**

*The Purrfect Nanny* Recognized as “Business of the Year” by NAPPS

**ATLANTA, GEORGIA, NOVEMBER 1, 2007** – The National Association of Professional Pet Sitters (NAPPS) has named *The Purrfect Nanny* the association’s 2008 Business of the Year. The formal announcement will be made at the NAPPS Annual Conference Small Business Forum and Trade Show, to be held February 8 – 10, 2008 at the Orlando Sun Resort in Kissimmee, Florida.

*The Purrfect Nanny* is a well established in-home pet and equine sitting service catering to the specific needs of both owners and their four-legged friends in the Metro Atlanta area. Established in 2005, *The Purrfect Nanny* is committed to providing the absolute best care while clients are out of town or working long hours. The company is nationally certified, pet first aid/CPR certified, bonded and insured, and was recently recognized by Fox television as one of Atlanta’s best pet services.

In order to be considered for NAPPS Business of the Year, members must complete a lengthy application and provide details as to what distinguishes their business as superior in the industry. Questions included in the application range from mission and vision of the company and management philosophy to innovation in products or services and community involvement. The NAPPS Pet Sitting Business of the Year Selection Committee determines the winner.

The in-home pet care industry is one of the fastest growing in the country today, and NAPPS is a vital part of that development. As the leading resource for pet sitters and professionals engaged in the in-home pet care industry, NAPPS provides support, guidance, and valuable resources for starting and succeeding in the pet sitting business.

NAPPS is a national trade association dedicated to promoting the concept of in-home pet care, supporting the professionals engaged in at-home pet care, promoting the welfare of animals and improving and expanding the industry of pet sitting. NAPPS provides valuable credibility, networking and education to help foster the success of their members.

For more information on *The Purrfect Nanny*, contact Beate Spear, CEO at 678-999-3958, via email at [info@thepurrfectnanny.com](mailto:info@thepurrfectnanny.com) or visit [www.ThePurrfectNanny.com](http://www.ThePurrfectNanny.com). For more information on NAPPS, please contact the national headquarters: Phone: (856) 439-0324, E-mail [napps@ahint.com](mailto:napps@ahint.com), or visit the Web site at [www.petsitters.org](http://www.petsitters.org).

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**CONTACT:**

Beate Spear  
Founder, *The Purrfect Nanny*  
Phone: 678-999-3958  
E-Mail: [info@ThePurrfectNanny.com](mailto:info@ThePurrfectNanny.com)