



WIPP ANNOUNCES THE AVAILABILITY OF MOBILE BLACKBERRY APP

For Immediate Release
Contact: Barbara Kasoff
415-434-4313
bkasoff@wipp.org

Washington, DC (March 31, 2011) – Women Impacting Public Policy (WIPP) is pleased to announce the immediate availability of the WIPP Blackberry mobile application. This application allows users to stay connected to WIPP and the latest news and information impacting women-owned businesses.

The WIPP mobile application gives users the ability to receive notifications of action alerts and then easily e-mail their Congressional Representatives. It streamlines access to WIPP's upcoming events, blog posts, news, and social media sites including Facebook, Twitter, and LinkedIn.

“Our members and supporters lead very busy lives, and the WIPP Blackberry application makes it easy for them to quickly access important information and take action on issues that impact women-owned businesses,” said Barbara Kasoff, President of WIPP.

The WIPP mobile application, developed by The Whole Brain Group in collaboration with Arbormoon Software, Inc., is currently available for download at <http://www.arbormoon.com/wipp/WIPPMobile.jad>

WIPP also recently released a mobile application for iPhone, which is available for download via the iTunes store at <http://itunes.apple.com/us/app/wipp-mobile-women-impacting/id426957359?mt=8>. To view a video demonstration of the new iPhone application, visit <http://www.youtube.com/user/WIPPWeDecide>

WIPP thanks AT&T for making the WIPP mobile applications possible.

Women Impacting Public Policy is a national nonpartisan group with over half-a-million members. WIPP is the collective voice in Washington, D.C., for over 50 national women and business organizations. WIPP advocates for and on behalf of women in business in the legislative process of our nation, creating economic opportunities for members and building alliances with other business organizations. Visit www.wipp.org.

The Whole Brain Group, located in downtown Ann Arbor, is a 100% woman-owned, web application development company dedicated to helping its clients work smarter and greener. The company applies its philosophy of Integrated Thinking to develop balanced and sustainable websites, mobile and web applications; growing and adapting these systems with the client's evolving needs.