FOR IMMEDIATE RELEASE

ANIMAL CARE & CONTROL OF NYC LAUNCHES MOBILE APP FOR IPHONE

App allows iPhone users to search the most accurate and up-to-date list of available AC&C animals

NEW YORK, NEW YORK, April 10, 2015 – Animal Care & Control of NYC (AC&C), the only open-door animal welfare organization in NYC, today announced the launch of its new mobile app for iPhone. The app connects directly with all three Animal Care Centers in Manhattan, Brooklyn, and Staten Island and provides the only official listing of AC&C animals available for adoption.

A clear menu shows categories from which users can select: dogs, cats or rabbits. Other features include:

• Access to the most accurate, up-to-date list of available animals
• One-tap access from each photo to more pet information and descriptions
• The option to bookmark "favorite" adoptable pets
• The ability to email pre-populated inquiries directly to AC&C adoption counselors
• Contact information and directions to all three NYC Animal Care Centers

The app also lets users share pet profiles and photos with friends via Facebook, Twitter, text or email.

"Our goal at AC&C is to connect as many families as possible with loving pets who need homes," said Risa Weinstock, AC&C's Executive Director. "The app for iPhone makes this process easier than ever by connecting potential adopters with accurate information about our available animals in a simple, easy to use format. This will ultimately result in more adoptions and lives saved."

At any given time, AC&C has between 250-500 animals looking for a home. By having an app that showcases each of these animals the nonprofit organization hopes to bring attention to the fact that there are so many wonderful pets available right in NYC. Animal Care Centers are open daily for adoptions, 12pm-8pm Monday through Friday and 10am-6pm Saturday and Sunday.

The AC&C app is available for free from the App Store on iPhone by searching "ACC of NYC" at www.itunes.com/appstore/. (Direct link: https://itunes.apple.com/us/app/acc-of-nyc/id970913334?mt=8).

Hi-res photos available upon request.

About Animal Care & Control of NYC

Animal Care & Control of NYC (AC&C) is one of the largest animal welfare organizations in the country, taking in more than 30,000 animals each year. AC&C is a 501(c)(3) nonprofit that rescues, cares for and finds loving homes for animals throughout the five boroughs. AC&C has a contract with the City of New York to be an open-admissions organization, which means it never turns away any homeless, abandoned, injured or sick animal in need of help, including cats, dogs, rabbits, small mammals, reptiles, birds, farm animals and wildlife. It is the only organization in NYC with this unique responsibility. Visit www.nycacc.org for more information, and follow AC&C at facebook.com/NYCACC and @NYCACC.

About McGill DevTech, LLC

McGill DevTech, LLC is a Des Moines, IA based software company focused on developing custom Android and iOS applications for clients of all sizes. McGill DevTech was formed in 2015 by owner/operator Kevin McGill, a self-taught programmer and University of Iowa graduate.

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