



Editorial Contacts:

Steven Tedder
Bideawee, Inc
(212) 532-4455, ext. 231
steven.tedder@bideawee.org

L. Gaye Torrance
TorranceCo
(212) 691-5810
cell: (862) 215-7631
lgtorrance@torranceco.com

**NEW BIDEAWEE APP NOW AVAILABLE FOR
ANIMAL LOVERS EVERYWHERE, ANYTIME**

New York, New York, February 1, 2011 - Bideawee, the leading pet adoption and animal welfare organization serving metropolitan New York and Long Island area communities, introduces its proprietary mobile pet adoption app. The free, ***Bideawee App*** can be downloaded on iPad, iPhone or iTouch by animal lovers that want the most up-to-date information on Bideawee pets available for adoption or fostering. The Bideawee App was developed and donated by Nov8rix Inc. a leading application developer.

The ***Bideawee App*** allows animal lovers to view and capture comprehensive information on hundreds of dogs, puppies, cats and kittens residing at the Adoption Centers at Bideawee Manhattan and Westhampton locations that are in need of loving homes. The robust app offers visually engaging and detailed background on all of the Bideawee animals that have been medically and behaviorally cleared and are now available for permanent adoption or fostering. The ***Bideawee App***, which is automatically updated, also showcases Bideawee events, delivers news and announcements, and links to Bideawee's Twitter feeds.

“Animal welfare organizations have limited resources, so we’re extremely excited that Nov8rix has decided to partner with Bideawee to develop the new ***Bideawee App*** that will aid consumers in learning more about the needy Bideawee animals hoping to find loving homes,” said Nancy Taylor, President and CEO of Bideawee, Inc. “We hope that animal lovers will recommend the ***Bideawee app*** to friends and family so that we can make a meaningful difference in the lives of the animals in our Adoption Centers.”

The ***Bideawee App*** was developed by Nov8rix Inc. specifically to benefit Bideawee animals, programs and services. Nov8rix is a mobile technology company that creates

turn-key iPhone and iPad apps for individuals, organizations and businesses that are fast, easy and affordable. The founders of Nov8rix are animal lovers and offered their technology as a gesture to help Bideawee animals find homes.

“Bideawee is a leader in animal welfare providing the full range of services such as pet adoption, veterinary care, educational programs and much more,” said Manish Seghal, Founding Partner of Nov8rix. “We felt there was no time like the present to offer our technology to Bideawee, enabling them to expand their reach and in turn, help them help more animals.”

To download *Bideawee App* at no cost, go to [tp://itunes.apple.com/us/app/bideawee-adoption-center-veterinary/id416028010?mt=8](http://itunes.apple.com/us/app/bideawee-adoption-center-veterinary/id416028010?mt=8)

About Bideawee

Bideawee, which means “stay awhile,” in Scottish, is one of the country’s oldest and most respected animal welfare organizations. Founded in 1903 by Mrs. Flora Kibbe, Bideawee has been providing shelter, care and compassion to homeless animals in helping them to find their forever homes for over 100 years. Bideawee is a not-for-profit 501(c) 3 humane organization and 100% of Bideawee’s funding comes from private sources.