

Punchkick Interactive Launches Full-Featured Mobile-Web Site for ASPCA

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CHICAGO, IL – Punchkick Interactive®, a Chicago-based mobile marketing firm, today announced the launch of the mobile Web site for the ASPCA® (The American Society for the Prevention of Cruelty to Animals®). The site delivers a full-fledged mobile experience by allowing users to search pet shelters, browse profiles for cats and dogs available for adoption, make donations directly to the ASPCA, and learn how to recognize and report animal cruelty.

Punchkick Interactive created a custom mobile Web site for the ASPCA in order to provide the organization with a valuable touch-point for its ever-expanding audience. “The ASPCA mobile site allows users on mobile devices to access a wide range of pertinent information—as well as support our cause through an easy-to-use mobile donation feature—,” said Betsey Fortlouis, Vice President of Member Communications for the ASPCA. “Punchkick Interactive has delivered a mobile site with a beautiful look and functionality that surpassed our high expectations.”

The mobile donation feature works just like a PC Web site, where users enter their payment information and select a gift amount. Donations can be made with a credit card or via a PayPal account. People who would prefer to adopt a pet can browse through profiles for cats and dogs. Each profile includes the animal’s name and photo, as well as the breed, color, gender, age and a short personality description. Information about where each pet can be adopted is listed on their profile, including the address, phone number, and business hours of the shelter.

Perhaps the most important resource for mobile users is information about how to recognize and report animal cruelty. “This site provides people who are away from their computer with the ability to connect with the ASPCA in an engaging and meaningful way,” said Zak Dabbas, Managing Partner of Punchkick Interactive. “The ASPCA mobile site increases the organization’s visibility to the millions of mobile Web users throughout the country.”

The mobile ASPCA Web site is accessible on nearly all internet-enabled mobile phones. Users can browse the site now at www.aspca.mobi.

About the ASPCA®

Founded in 1866, the ASPCA® (The American Society for the Prevention of Cruelty to Animals®) is the first humane organization established in the Americas and serves as the nation’s leading voice for animal welfare. One million supporters strong, the ASPCA’s mission is to provide effective means for the prevention of cruelty to animals throughout the United States. As a 501 [c] [3] not-for-profit corporation, the ASPCA is a national leader in the areas of anti-cruelty, community outreach and animal health services. The ASPCA, which is headquartered in New York City, offers a wide range of programs, including a mobile clinic outreach initiative, its own humane law enforcement team, and a groundbreaking veterinary forensics team and mobile animal CSI unit. For more information, please visit www.aspca.org.

About Punchkick Interactive Inc.

Punchkick Interactive® is America's first design firm to focus exclusively on full-service mobile marketing. Punchkick's award-winning text-message campaign management, mobile Web site design, custom iPhone app development, and mobile-media planning solutions have strengthened consumer engagement for many of the world's leading brands, including UPS, AT&T, Pearson Education, Anne Geddes, ASPCA, Intel and Qualcomm. For additional information visit www.punchkickinteractive.com or call (800) 549-4104.

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