



WoofTrax Pet Parents Earn \$175,000 for Animal Charities Across the Country

Easthampton, Massachusetts – WoofTrax, a free mobile app that connects pet parents with their local animal charities, today announced that its 2022 sponsorships and walking challenges earned \$175,000 in donations for over 1,300 animal charities across the country. This is a 30% donation increase from the previous year. Pet parents earned these donations simply by walking their dog in support of a local animal charity of their choice from the WoofTrax list of over 9,000 charities.

“With a million downloads of the WoofTrax app and hundreds of thousands of walks logged each month, it’s a huge milestone to know that the impact reached all fifty states,” said Doug Hexter, WoofTrax Chief Executive Officer. “We are proud that WoofTrax enables pet parents to support their local animal charity simply by walking their dog, and we celebrate the unbreakable bonds between pets and their humans that form on each of these walks.”

In 2022, pet parents earned donations by using the WoofTrax mobile app to record all walks that measured at least a quarter of a mile in length. Each logged walk automatically earned money towards an animal charity of the participant’s choice. Participants were able to select the charity of their choice from the 9,000 affiliated shelters, rescues, animal assistance organizations, animal sanctuaries, and other animal charities that are currently available on the WoofTrax app. Pet lovers who don’t currently have a dog were able to walk with WoofTrax’s virtual dog to log their walks for an animal charity of their choice.

WoofTrax was able to make these donations in part thanks to the generosity of its sponsors. In 2022, pet parents participated in numerous walking challenges including, Step Up for Shelters™, sponsored by Boehringer Ingelheim Animal Health USA Inc, and the Nationwide® Pet Cancer Awareness Walk in support of the Animal Cancer Foundation.



WoofTrax is always looking to spotlight additional animal charities. To become a WoofTrax charity partner, apply online by visiting: <https://www.wooftrax.com/apply/>.

About WoofTrax

Founded in 2012 by pet enthusiast and dog lover, Doug Hexter, WoofTrax publishes a free mobile app that lets pet parents support an animal charity of their choice just by walking their dog. WoofTrax is available on Google Play and the App Store. The app promotes healthy interaction between dogs and their owners. Each WoofTrax walk earns a donation for the pet owner's chosen animal charity. Download the free app today, start walking with your best friend, and unleash the love for all dogs. For more information please visit <https://www.wooftrax.com/>.

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