

ANIMAL EFFECT



For Animal Advocates

Imagine you will...

- Never have to say "I wish I knew that was on but I heard too late".
- Be joined by many more people at rallies and festivals that promote animal justice
- Always be informed of events you would have missed because you didn't check Facebook.
- Hear about events even though you weren't on the organiser's email list.
- Never be confused about events because critical details like venue or timing were missed.
- Never turn up to cancelled events that you didn't know about because you don't check Twitter.

Often you will miss events simply because you are not on the right email list, friends with the right Facebook person or following a hashtag on Twitter.

What if you could have one App that shows you all the animal related events on your smartphone?

The Solution

Communicate31, headed by animal advocate Clare Mann, has collaborated with Software Synergy to create the *Animal Effect App*.

The Animal Effect smartphone App will be available for iPhones in February 2013 and for Android devices in the 2nd quarter of 2013.

All events will be available for viewing on the www.AnimalEffect.com website, so those without smartphones will be able to use their web browser to view event listings.

Imagine...

Very soon animal advocacy groups and members connecting with like-minded others beyond their own pastures, amplifying their voices for animals worldwide and connecting socially with people who are part of the largest social justice movement on the planet - Animal Justice.

ANIMAL EFFECT



Hearing about events has never been easier...

The Animal Effect smartphone App will be available for iPhones in February 2013 and for Android devices in the 2nd quarter of 2013.

Pricing

One-off purchase for \$5.45 from iTunes Store.

For every App purchased 20% of proceeds will be donated to user's chosen animal charity.

To Obtain The App

Visit www.AnimalEffect.com for details or visit the iTunes Store and search for Animal Effect.

Updates

Numerous features are scheduled for the Animal Effect App and will be released to users as they become available at no extra cost. Users of the App will automatically be informed of updates.

Developed By:

A partnership between Software Synergy Pty Limited and Clare Mann Associates Australia Pty Ltd, trading as Communicate31.

Contact Details

Communicate31

Level 3
50 York Street
Sydney
NSW 2000
Australia

Ph: +61 1 300 788 031

Fax: +61 1 300 768 809

www.communicate31.com

info@communicate31.com



Available on the
App Store



COMMUNICATE³¹
www.AnimalEffect.com