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WoofTrax is Named a 2015 Winner for "One Billion Acts of Peace" Hero Awards

WoofTrax Presented Award in Monte Carlo by Nobel Peace Prize Winner Adolfo Perez Esquivel

ITHACA, NY – June 30, 2015 – The PeaceJam Foundation's "One Billion Acts of Peace" campaign officially named [WoofTrax](http://www.wooftrax.com) a 2015 Hero Award recipient for "Best Business Act." The Hero Awards campaign, which boasts supporters like His Holiness the Dalai Lama and Archbishop Desmond Tutu, is designed to inspire average citizens around the world to work together to create one billion high quality projects that address the most important issues facing humanity.

"Our judges recognized WoofTrax as a true agent of change in helping to solve some of the biggest global issues around the world," said Dawn Engle, executive director of the Hero Awards and co-founder of PeaceJam.

According to the American Society for the Prevention of Cruelty to Animals (ASPCA), approximately 7.6 million animals are taken in annually by local shelters in the United States. WoofTrax's mobile app, Walk for a Dog, allows people to help donate to these local shelters simply by walking their dogs. WoofTrax is currently partnered with more than 6,000 shelters and rescues across the country. Users simply press Start Walking on the app when they walk their dogs and can pick and change the organization they are walking for at any time. In its first year, WoofTrax donated \$65,000 to thousands of shelters across the country.

"We are incredibly honored to have been chosen for this award," said CEO and founder Doug Hexter. "This is just the beginning for us, and with the help of our users and partners, we know we'll be able to help even more shelters and rescues this year."

WoofTrax was officially recognized at the Hero Awards ceremony on June 14, 2015 in Monte Carlo. The ceremony was led by Nobel Laureate Adolfo Pérez Esquivel of Argentina, who won the Nobel Peace Prize in 1980 for his leadership for human rights and true democracy for the people of Latin America.

For more information on WoofTrax, please visit: <http://www.wooftrax.com/>

For more information on the Hero Awards and winning projects, visit: <http://www.1billionacts.org/hero-awards/>



About WoofTrax

WoofTrax was started in late 2013 by Doug Hexter who combined his love for dogs with his background in software development. Through its smartphone application, Walk for a Dog, WoofTrax creates fundraising opportunities for shelters and rescues while encouraging dogs and their humans to exercise together regularly. In its first year, WoofTrax donated \$65,000 to local shelters and rescues across the United States.

About PeaceJam

The PeaceJam Foundation is an international organization whose mission is to create young leaders committed to positive change in themselves, their communities and the world through the inspiration of Nobel Peace Laureates who pass on their spirit, skills and wisdom. The PeaceJam Foundation was launched in February 1996 by co-founders Dawn Engle and Ivan Suvanjiëff to provide the Nobel Peace Laureates with a programmatic vehicle to use in working together to teach youth the art of peace. To date, 13 Nobel Peace Laureates, including the 14th Dalai Lama, Archbishop Desmond Tutu, Rigoberta Menchú Tum, President Oscar Arias, Adolfo Pérez Esquivel, Mairead Corrigan Maguire, Betty Williams, José Ramos-Horta, Aung San Suu Kyi, Sir Joseph Rotblat (Emeritus), Jody Williams, Shirin Ebadi and Leymah Gbowee serve as Members of the PeaceJam Foundation.

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