



**FOR IMMEDIATE RELEASE**

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## **Pooch Selfie Surpasses Funding Goal in 11 Days**

*Donors on Kickstarter pledge more than \$37,000 for project; production to begin immediately*

San Diego, CA (October 12, 2015) – After only 11 days on crowdfunding website [Kickstarter](#), [Pooch Selfie](#) is pleased to announce it has exceeded its goal of \$7,000. More than one thousand Kickstarter users have pledged more than \$37,000 to the project. The funding will allow Pooch Selfie to begin production and distribution of the first-ever dog selfie stick. Donors can expect to receive their Pooch Selfies in four to six weeks. The product will be available to the public for \$10 on [www.poochselfie.com](http://www.poochselfie.com) beginning November 1, 2015.

“The generous donations from Kickstarter users will allow us to immediately start manufacturing and shipping Pooch Selfies all over the world,” said Jason, CEO of Pooch Selfie. “As a dog owner myself, I know it is no easy task to take that perfect picture of my dog. Now everyone will have the ability to take the best selfies with their pets.”

Pooch Selfie is a smartphone attachment that helps dog owners capture perfect photos with their pets. The product takes advantage of a dog’s innate attention span for tennis balls resulting in a pet focusing on an owner’s camera. Pooch Selfie is compatible with most major smartphones, including all models of iPhones and Androids.

To learn more about Pooch Selfie, visit [www.poochselfie.com](http://www.poochselfie.com).



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