



## About Puppr

Puppr is a dog training app for iOS and Android that utilizes positive reinforcement training techniques. It includes step-by-step photo instructions and a built-in clicker to help teach your dog tricks from basic obedience like “sit” and “stay” to advanced tricks like “fetch leash” and “dance”.

Puppr is free to download and includes in-app purchases for additional lesson packs. The “Basics” pack is free and each premium lesson pack includes 7 tricks, one of which is free. The available lesson packs are:

Basics - Free  
Silly - \$2.99  
Circus - \$2.99  
Charming - \$2.99  
Useful - \$2.99

If you are looking to cover Puppr and would like to receive promo codes, please reach out to us at [press@pupprschool.com](mailto:press@pupprschool.com).

## App Features

**Train Your Pup** - Lessons by Sara and The Super Collies (as seen on this season of America’s Got Talent)

**Positive Reinforcement** - We’re big supporters of positive reinforcement training to help strengthen the bond between you and your pup

**Built-in Clicker** - Forget the clicker at home? We got you covered! Our built-in clicker makes training on-the-go easy

**Easy To Follow** - Each lesson includes step-by-step photo instructions and troubleshooting tips

**Themed Tricks** - Choose from a variety of lesson packs from basic obedience to advanced circus tricks

**Lots To Learn** - Over 30 tricks to teach your pup (roll over, crawl, wave, fetch leash, take a bow to name a few!)

## Our Story

Puppr is a collaboration between husband & wife team, Michael & Alice, and professional dog trainer, Sara and The Super Collies.

The idea for Puppr first started out as just a dog clicker app. Michael & Alice had been using positive reinforcement training with their dog Loki since he was a pup and they heavily relied on a physical clicker that they always forgot at home. Loki seemed to nail “roll over” at home with limited distractions but usually just stood there with a blank stare when trying to show off for friends. It was important to keep up with the clicker training in various environments with different distractions and thus Puppr was born.

As Michael & Alice continued to use the mobile clicker with Loki’s training, the vision for Puppr quickly evolved into becoming the #1 mobile dog training resource for owners and their pups. They then reached out to Sara Carson and The Super Collies (who they were big fans of) and formed a partnership to create what Puppr is today.

## About The Super Collies

Sara Carson and The Super Collies (Hero, Marvel, and Loki) travel North America teaching dog trick workshops and performing with a popular stunt dog team. Sara is considered one of the top dog trick instructors in the world and is currently competing on this season of America’s Got Talent with Hero.

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