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SNEEZ APP ANNOUNCES PTA INCENTIVE PROGRAM TO PROMOTE HEALTHY SCHOOLS

Winston-Salem, NC / November 6, 2017 – The developers of Sneez®, a free crowdsourcing mobile application that enables parents, school administrators and health professionals to track illness outbreaks in schools, have launched an incentive program called “Sneez Shares” to benefit local parent-teacher associations (PTAs).

For every child registered in the app during the month of November, Sneez will donate \$1 to the PTA at the child’s school. Free downloads are available at the [App Store](#) and [Google Play](#). To receive donations, the groups must elect to participate in the incentive program with Sneez. Other parent organizations at schools, pre-schools and daycares without a traditional PTA are also welcome to participate.

“Sneez is a platform for parents to help other parents share information about what illnesses are going around their community so they can be better prepared and make informed decisions about how to respond,” said Dr. Bill Satterwhite, a Triad-area pediatrician and Sneez co-founder. “As with any crowd-sourced tool, the more input, the better the information and the more useful our app becomes to parents and schools.”

Satterwhite and his co-founder Dr. Steve Hodges, a pediatric urologist, imagined how technology might be harnessed to help keep families, workforces and populations healthier. Their vision led to the development of Sneez, which sends real-time illness alerts and provides school-level outbreak reports as part of its mission to reduce the spread of illness among children. “With more than 160 million missed school days per year due to illness and 126 million missed work days to care for sick kids, we believe the app will lead to healthier, more productive communities,” said Hodges.

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10/25/17 – p. 2 of 2

Here's how it works: Parents create a simple profile for each child in SneeZ. If the child gets sick, the parent uses the app to anonymously report symptoms and illnesses, generating an alert to other SneeZ users at that school. The more families using the app at that school, the better informed and prepared the entire community will be. To that end, the company created the "SneeZ Shares" incentive program as a way to inform parents about the benefits of SneeZ® and encourage downloads.

SneeZ was introduced through a targeted pilot program in three Winston-Salem schools in October 2016. Within four months, approximately 25 percent of the families at the target schools had signed up for and were using the app to share illness information. The company reports more than 1,500 users in the Triad and 5,000 nationally to date.

For more information about SneeZ, visit sneezapp.com. To register for the "SneeZ Shares" PTA incentive program, contact Stacy Petronzio, Chief Marketing Officer, at spetronzio@sneezapp.com.

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