



## **PRESS RELEASE**

*For immediate Release*

### **A New Brunswick start up brings St. Patrick's Day Global.**

*Dieppe, NB March 14, 2013* – Vox Interactif, the Dieppe web agency, announces the launch of the Paddy & Mick Irish App.

“The free App helps millions of proud Irish lads and lassies locate over 1,500 pubs in 68 countries said Jonathan Cormier, Paddy & Mick Co-Founder. “All Irish pub lovers like me can now enjoy the quick and easy access to find a fine Irish institution wherever they are traveling in the world”

The [Android](#) and [iPhone](#) App also features St. Patrick's Day celebration lineups including music, dancers and promotions as well as the complete Irish whiskey selection. “It was a fun and exciting project to develop said Nadine Leger, Web strategist at Vox Interactif. “ The first 3 pub submission we received was from Molly Malone's in Singapore, Kilkenny Irish pub in Berlin and The Dubliner in Stockholm”

The App is set to launch on Friday, March 15, 2013 just in time for St. Patrick's Day. New features have already been approved for next year edition to make the user's experience even better.

**Download the App here: [Android](#) | [iPhone](#)**

### **About Paddy & Mick**

Based out of New Brunswick, with an office in Toronto Paddy & Mick aims to become the mobile App of choice for Irish Pub enthusiasts around the world. We look forward to build our brand using charm, wit and resilience – just like true Irish would.

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For more info:

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Links to download the App

Google Play Store: <https://play.google.com/store/apps/details?id=com.voxinteractif.paddymick>

Apple App Store: <https://itunes.apple.com/app/id597885286?mt=8>

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