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## **ARRO, Houston's Universal E-Hail App, To Sponsor Houston's H-E-B Thanksgiving Day Parade**

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### **FOR IMMEDIATE RELEASE**

Houston, TX (October 28, 2016) – Arro announced today that it is an official sponsor of Houston's H-E-B Thanksgiving Day Parade, one of the largest Thanksgiving events in the nation. Arro will have a presence at the parade on Thursday, November 24, which is in its 67th year and is viewed by 1.8 million people in four states.

Arro was recently selected as the universal transportation app for Houston's for-hire vehicles and launched its app in Houston in October. With Arro, passengers will be able to shorten wait times and connect with rides more seamlessly. At the parade, Arro will offer a designated VIP pickup/drop off area that will make the visitor travel experience more efficient and stress-free!

As an official sponsor, Arro demonstrates its commitment to providing new transportation and mobility options for the people of Houston. With the Super Bowl only months away, Arro's presence is a significant step toward enhancing robust transportation options throughout Houston.

"Arro is thrilled to be part of Houston's Thanksgiving Day Parade as the universal e-hail and transportation app for the City of Houston. We are proud to lend our name to this great tradition. Arro looks forward to helping Houstonians get around town easily today and everyday, and we are especially excited to provide our services on Super Bowl Sunday," said Mike Epley, Founder of Arro.

### **About Arro, Inc.**

Arro Inc. is a mobile app startup company dedicated to helping transform the transportation industry through consumer products and services. The Arro smartphone booking app helps bring consumers seeking transportation together with existing professional transportation organizations and drivers that are regulated by local authorities.

[www.goarro.com](http://www.goarro.com)