



it's borrowed

FOR IMMEDIATE RELEASE

Sharing Economy App It's Borrowed Launches Today

SAN DIEGO, CA- December 20, 2016- It's Borrowed, a new peer-to-peer mobile lending and borrowing app launched today. The app is dual-purposed; users can rent out items they already own, allowing for their things to generate income or users can borrow the items they need without having to purchase them. Whether local, or away, It's Borrowed replaces the need to buy one-time or occasional- use items so users can invest in the experience, not the equipment.

"I was on a business trip last year and a client unexpectedly invited me to play golf" says Founder Mike Jacobsen. "I knew I could rent a set of clubs but I had to run out to buy a pair of golf cleats- something that I already own but didn't pack. I thought to myself, 'What if I could find someone locally who would be willing to let me borrow their cleats for a small fee?' That's when the idea for It's Borrowed was born."

In addition to sporting gear, the app has been developed to be a perfect tool for anyone from do-it-yourself-ers who need a table saw, weekend warriors who need a tent, job-seekers in need of interview clothes, hosts in need of party items, vacationers in need of beach chairs, and more. The possibilities are endless and provide a green option to reduce consumption and contribute to the sharing economy.

"With apps like Airbnb, DogVacay, and Lyft leading the pack in the movement towards collaborative consumption, It's Borrowed is the next step in peer-to-peer services" adds Marketing Director Tara McKinnon. "It's going to be incredibly beneficial for anyone looking to enhance their experiences, whether the everyday or extraordinary, for a nominal cost."

The app is available for download on both iOS and Android platforms.

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