

# Shifts for iPhone® and iPod touch® Is The Modern Way For Shift Workers To Manage Their Schedules

**Toronto, Canada — January 22nd 2015** — Snowman today released Shifts for iPhone and iPod touch, a brand new productivity app designed to help shift workers manage their work schedules.

Inspired by friends and family who weren't satisfied with existing solutions in the market, Snowman set out to build an app to make their lives easier.

Traditional calendar apps aren't ideal for a shift worker. Shift workers don't necessarily work traditional Monday to Friday 9-5 jobs, which makes keeping track of their schedules difficult – especially with early morning and overnight shifts.

Shifts solves this problem with a simple solution, allowing shift workers to create their own custom shift types, each with their own custom color, name, and icon. Users can then easily apply them directly to their schedule with a single tap (up to 2 shifts per day).

With Shifts users can add up to 2 shifts per day, or setup a shift rotation to automatically apply to their Shifts calendar all at once. This makes it easy to enter an entire month – or even year's worth of shifts in less than a minute.

Shifts has been designed exclusively for Apple's latest hardware and software, and includes innovative new features made possible in iOS 8.

## Shifts Features

- Create your own customized shifts for the hours you work
- Add shifts to your schedule with one tap
- Share your schedule with friends, family, and co-workers
- View upcoming shifts right in the Today widget
- Set up custom shift rotations for repeating schedules
- Estimate your monthly earnings

## Pricing and Availability

Shifts is available for an introductory price of \$1.99 from the App Store on iPhone and iPod touch or at [www.AppStore.com/shifts-shift-worker-calendar](http://www.AppStore.com/shifts-shift-worker-calendar). After the launch regular price will be \$4.99. Shifts is designed for iOS 8. Shifts is available in English, French, German, Italian, and Spanish.

## **Additional Information**

A limited number of Promotional Codes are available to members of the media. Journalists interested in receiving one should contact Ryan Cash, Founder - [ryan@builtbysnowman.com](mailto:ryan@builtbysnowman.com).

Screenshots, icons and other related media are available for download from here: <http://builtbysnowman.com/shifts/presskit.zip>

## **About**

Built By Snowman, Inc. builds beautiful apps that people find helpful everyday – to stay more organized, to be more productive and to have more fun. Snowman currently has two games (Circles and Super Squares) and another productivity app (Checkmark 2) available on the App Store. Snowman is currently working on an upcoming indie game called Alto's Adventure, launching in early 2015.

## **Press Contact**

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