



CHICO POLICE DEPARTMENT

PRESS RELEASE

530-897-4900

April 11, 2013

For Immediate Release

National Pet ID Week – April 14th – 20th, 2013

To celebrate National Pet ID Week, the City of Chico Animal Services will be giving away free ID tags and offering low cost microchipping for your pets. Having identification on your pet is the most reliable way of reuniting you with your pet if he or she becomes lost.

It is estimated by the National Council on Pet Population Study & Policy that only 15% of stray dogs brought to shelters across the country ever go back to their original owners. For cats it's even lower, with only 2% of stray cats ever going back home.

The City of Chico Animal Shelter has a much higher rate of pets going back to their owners than the national average. "While 64% of stray dogs and 7% of stray cats are reunited with their owners," said Tracy Mohr, Animal Services Manager for the City of Chico, "we'd like to see that number increase. Pet identification can help."

A collar with a tag - even a current dog license - is a great first step to providing your pet with identification. The advantage to a collar and tag is that it is visible and anyone that finds your pet can contact you. Since collars can come off, and tags can get worn or fall off, consider having your pet microchipped as well. Like a VIN for your vehicle, a microchip is a permanent way of identifying your pet.

The chip is about the size of a large grain of rice, and is inserted under your pet's skin with a needle, similar to a vaccination. The chip does not send out or transmit any signal, but the unique number on the chip can be read by a special scanner. Every stray animal brought to the Chico Animal Shelter is scanned for a microchip.

Supervisor:

Watch Commander:

Prepared By: Tracy Mohr

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If a chip is found, a search is done to see if the chip has been registered. Since the chip does not contain any personal information, it is important for the chip to be registered with the owner's contact information. Without registration, there is no way to contact you if your pet has been found.

A properly registered microchip has been responsible for reuniting many pets with their owners, even several which have somehow ended up at the Chico Animal Shelter from out of the area. Most notable was a dog that was lost in Kansas, but the owners lived in Colorado. She was successfully returned home through the generosity of the Chico community.

The free ID tags and low cost microchipping will be available from April 14th through April 20th, while supplies last. The City of Chico Animal Shelter is located at 2579 Fair Street. To find out more, please contact the shelter at 530-894-5630, visit their website:

www.chicoanimalshelter.org, or "friend" them on facebook at:

www.facebook.com/ChicoAnimalShelter

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