



COUNTY OF SAN DIEGO

# NEWS RELEASE

FOR IMMEDIATE RELEASE

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## **FREE MICROCHIPPING FOR YOUR CAT IN OCTOBER**

### ***Company Donates Microchips; Only 4 Percent of Lost Cats Reunited With Owners***

October is "Get your Cat Microchipped for Free Month," the County Department of Animal Services announced today. Beginning Thursday, Oct. 1, all three County shelters will offer free microchipping for your cat. The Department is partnering with AVID Microchip Company to provide free microchips, including national registration for cats. The owner's information will also be entered into Animal Services' database.

Fewer than 4 percent of lost cats brought to shelters are reunited with owners. A microchip gives pets the best chance of being identified and returned home safely should they ever become lost. A microchip is a small transponder, the size of a grain of rice, which is injected under the skin and remains there for the life of the pet. The Department scans all incoming animals for the presence of a microchip. Animal Services is then able to locate the owner's information through the number on the microchip.

"If your cat or kitten is not wearing some form of identification and is not chipped, it is up to the owner to look for them at the shelter," said Dawn Danielson, Director of Animal Services. "We encourage all cat owners to keep their pets safe by having them properly identified. A microchip is the best way to confirm identity and ownership, which is critical to reuniting pets with their owners. We are committed to increasing the claim rate of lost cats entering our shelters."

As an added incentive to get your cat microchipped, PETCO Foundation is providing a gift with each microchip, and an opportunity to win a special prize at the end of October. In addition, \$50 spay and \$25 neuter coupons will also be available to cat owners to help with the cost of surgery.

Free cat microchipping and coupons are available for cat owners who reside in the service area, which is the unincorporated area of the county and the cities of San Diego, Carlsbad, Encinitas, Solana Beach, Del Mar and Santee. The program is available at the three county shelters Tuesday through Saturday between the hours of 10 a.m. and 5 p.m. No appointment is necessary and cats must be in carriers. The shelter locations include 5480 Gaines St. in San Diego, and 5821 Sweetwater Rd. in Bonita and 2481 Palomar Airport Rd. in Carlsbad. For additional information about County Animal Services, visit

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

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