MEDIA CONTACT:
Nina Thompson
619-372-0916 *cell*
nthompson@sdhumane.org

FOR IMMEDIATE RELEASE
JAN. 24, 2023

New Tool to Help Owners Find Lost Pets Faster
San Diego Humane Society launches texting platform to help people find missing pets

SAN DIEGO — If your pet goes missing, what do you do? **On Jan. 24, 2023, known as Change a Pet's Life Day, San Diego Humane Society is launching a tool called Lost2Found to help people reunite with their lost pets faster.** The cell phone texting program provides automated texts with step-by-step instructions to help people search for their missing pets.

One in three pets will become lost at some point during their lives. **Last year, San Diego Humane Society took in nearly 19,000 stray pets and only 22% of them were reunited with their families.** "Nobody thinks it will happen to them — until it does," said Dr. Gary Weitzman, president and CEO of San Diego Humane Society. **"Now, if the unthinkable happens, our new Lost2Found texting platform can help pet parents navigate a very stressful time."**

Lost2Found is a one-way communication system that texts tips and support at strategic intervals to support owners and provide resources as they search for their lost pets. Pet owners are sent 28 messages over a 60-day time period, including a comprehensive list of tools, helpful tips and timely information. The information directs owners to San Diego Humane Society's website, online groups and partner organizations.

If your pet goes missing, text "LOST" to 858-SAN-LOST (726-5678) to start using the Lost2Found platform. You can also view stray pets who have come in to San Diego Humane Society, and find more useful tips — including measures you can take to prevent your pet from getting lost — at sdhumane.org/found.

B-roll and photos for media use can be downloaded here: https://bit.ly/3jyaZ67

Suggested Tweet: If your pet goes missing, what do you do? @sdhumane just launched a Lost2Found texting platform to help people find their lost pets faster. Text LOST to 858-SAN-LOST (726-5678) to start. To view lost pets at San Diego Humane Society, visit sdhumane.org/found.

About San Diego Humane Society
San Diego Humane Society's scope of social responsibility goes beyond adopting animals. We offer programs that strengthen the human-animal bond, prevent cruelty and neglect, provide medical care, educate the community and serve as a safety net for all pet families. Serving San Diego County since 1880, San Diego Humane Society has campuses in El Cajon, Escondido, Oceanside, Ramona and San Diego. For more information, please visit sdhumane.org. Follow the SDHS Media Relations department on Twitter @sdhumane.

###