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SDHS Encourages Pet Owners To Microchip Their Pets During Month of May *National Chip Your Pet Month serves as an important reminder to protect pets from getting lost.*

San Diego — San Diego Humane Society is encouraging pet parents to microchip their pets during the month of May, officially recognized as National Chip Your Pet Month. If the pet is already microchipped, pet owners should also confirm that the contact information correlated with the chip is current.

One in three pets will become lost at some point during their lives. Nobody thinks it will happen to them — until it does. Every year, San Diego Humane Society receives nearly 15,000 stray pets and only 25% of them are reunited with their families. A microchip with current information and a collar with tags will improve the chance that a pet returns home if lost or stolen.



“Think of a microchip as a digital leash,” said San Diego Humane Society Chief Operating Officer Jessica Des Lauriers. “With society opening up, more people are moving around and having visitors, increasing the risk of a pet getting lost. July Fourth is just around the corner too, when we typically see many pets frightened by fireworks run away, so now is really the time to make sure your pet is protected.”

Microchipping is permanent pet identification. The process is safe, simple and designed to quickly identify lost pets and reunite them with their owners. The microchip, which is about the size of a grain of rice (12mm), is injected beneath the surface of the pet's skin between the shoulder blades. The process is similar to a routine shot, takes only a few seconds and your pet will not react any more than they would to a vaccination. No anesthetic is required. The chip transmits the identification number to a scanner, which displays the number on the screen. Veterinary offices and shelters can quickly scan lost pets for microchips and contact owners. It is essential for pet parents to keep their microchip contact information up-to-date when they change phone numbers or move.

San Diego Humane Society offers low-cost microchipping services for \$25. To make an appointment, visit sdhumane.org/microchip.

Microchipping B-roll/photos for media use can be downloaded here: <https://bit.ly/3viNfDQ>

To set up an interview or media segment about microchipping, please contact nthompson@sdhumane.org or call 619-372-0916.

Suggested Tweet: One in three pets will get lost during their lives, so protect your pet with a microchip! @sdhumane encourages pet parents to microchip their pets during #ChipYourPetMonth in May. If the pet is already chipped, ensure the contact information is current! sdhumane.org/microchip.

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.