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SDHS Launches Partnership with DocuPet for Dog Licensing

Dog owners will benefit from easy online licensing and complimentary lost pet service.

San Diego — San Diego Humane Society has partnered with a new dog licensing provider to deliver added benefits for dog owners. As of Aug. 8, 2022, all new dog licenses for residents of Carlsbad, Del Mar, El Cajon, Encinitas, Escondido, Imperial Beach, La Mesa, Poway, San Diego, San Marcos, Santee, Solana Beach, Vista and Oceanside will be issued via [DocuPet](#), a world-leading pet profile, lost pet and licensing platform. Current licenses will remain active until their expiration date.

Through pet licensing and their complimentary HomeSafe™ 24/7 lost pet service, DocuPet offers residents an effective pet identification and reunification program that keeps pets out of shelters and returns them home safely. DocuPet tags are assigned a unique code on the back, which is linked directly to a pet's secure online profile, making it easy for anyone who finds a lost pet to reference the code and create a Found Pet Report in seconds. Pet owners will also be able to create Lost Pet Reports as soon as they realize their pet has gone missing. In addition, DocuPet's dedicated dispatch staff is available 24/7 to reunite lost pets with their families.

Residents within San Diego Humane Society's jurisdiction may select a standard tag or upgrade and choose from hundreds of colorful and unique designer tag styles online. They can even design their own tag with an easy-to-use customization tool. Every DocuPet tag is equipped with the free HomeSafe™ 24/7 lost pet service and acts as a pet's official license.

"We are thrilled to offer our residents the simplicity and added benefits that come with DocuPet," said Chief of San Diego Humane Society's Humane Law Enforcement Bill Ganley. "DocuPet is aligned with our mission to provide safe and happy homes for all pets. We are excited for dog owners to utilize this program to help protect their own pets and all pets in the communities that SDHS serves."

"We are very proud to launch in San Diego in an effort to increase pet identification and reunification services for all residents," said Grant Goodwin, DocuPet's CEO. "Pets wearing DocuPet tags spend little to no time in the shelter versus unlicensed pets, and for those pets that do need support and care, license fees help keep the shelter running. We thank San Diego Humane Society for coming on board and are looking forward to helping San Diego pets get home safe."

Licensing dogs in San Diego is legally required. Pet owners can learn more at sdhumane.org/license.

Residents will be able to purchase a new license or renew a current license using one of the following options: online, phone, mail or in-person. Current licenses with San Diego Humane Society's previous licensing provider PetHub will be valid until they expire. San Diego Humane Society will transfer all PetHub information to DocuPet, so that when it is time for renewal, the renewal notice will automatically come from DocuPet. The PetHub license tags, with PetHub's phone number, will still work until the license expires. PetHub will notify San Diego Humane Society about any calls regarding stray pets with an active license.





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

Suggested Tweet: @sdhumane has partnered with a new dog licensing provider. As of Aug. 8, 2022, all new dog licenses for residents of SDHS's jurisdiction will be issued via DocuPet, a world-leading pet profile, lost pet and licensing platform. Learn more at sdhumane.org/license.

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.

About DocuPet

DocuPet provides the most advanced pet licensing program in North America, driving ordinance compliance while reducing municipal costs and providing new value to pet owners. DocuPet launched its first municipal pet licensing program in 2014. Since that time, the company has partnered with more than 100 communities. For more information, please visit DocuPet.com.

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