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Take Steps to Protect Your Pet During ‘Be Kind to Animals Week’
Microchipping, ID tags and licensing increase reunification chances should they get lost

SAN DIEGO — During ‘Be Kind to Animals Week,’ May 7-13, San Diego Humane Society is encouraging pet owners to show kindness to their pets in an essential way: preventing them from becoming lost. This week is the perfect time to take stock of all the ways you can protect your pet and greatly increase your chances of reuniting with them if they ever go missing.

"Losing a pet is a stressful, scary and sometimes a costly experience," said Dr. Gary Weitzman, president and CEO of San Diego Humane Society. "One in three pets will become lost during their lifetime. Those odds are far too high to put off implementing these protective measures."



1. It all starts with the basics: a well-fitting collar with an ID tag. This is essential, even for pets who remain primarily indoors or in fenced yards. Make sure your contact information is always up-to-date, and even if you don't have tags, writing your phone number in permanent marker directly on a collar can be the difference between a pet going straight back home or entering a shelter!

2. Microchipping is another important step to make pets easily identifiable if they're found by someone else. A tiny chip (the size of a grain of rice) containing a unique identification number is placed under the skin of your pet in a quick and painless procedure. Animal shelters and veterinarians can quickly and easily scan for the microchip. Your contact information will show up, making it easy to identify the lost pet and reunite them with you.

3. A third piece of protection for a dog is their license, which is not only required by law, but gives you additional protection. Microchips and licenses serve as supplemental methods of identification to collars and tags, which — while still critical — can fall off or become lost. They can also help protect your dog from theft, giving you recourse to reclaim them if they are found in someone else's possession.

San Diego Humane Society provides dog licensing services for pet owners in their jurisdiction, as well as affordable microchipping clinics for dogs, cats and other pets. These investments can save pet owners both time and money spent on searching for a lost pet or paying reclamation fees — and provide valuable peace of mind. **For more information, visit sdhumane.org/protect.**

Photos/b-roll for media use can be downloaded here: <https://bit.ly/3oStR2s>

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, visit sdhumane.org. Follow the SDHS Media Relations department on [Twitter @sdhumane](https://twitter.com/sdhumane).

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