

MEDIA CONTACT:

Kelli Schry
(619) 299-7012 x2237 office
(619) 250-6801 cell
kschry@sdhumane.org

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New Animal Licensing Program Coming to Escondido
*San Diego Humane Society Launches New Technology to Help Reunite Animals
with Owners Faster*

SAN DIEGO — Did you know that just 8 percent of cats and 50 percent of dogs are reclaimed by their owners when they get lost? Those lucky enough to find their way back home have their families to thank for ensuring they're protected with an ID tag or microchip.

Keeping pets out of shelters is going up a notch at [San Diego Humane Society](#) through a new licensing program in partnership with [PetHub](#). New technology provides a unique solution designed for fast recovery of animals.



The PetHub tag has a QR code that can be scanned to immediately contact the owner of the found pet, making it easier and faster than ever to get stray animals back home – oftentimes without the pet ever having to enter a shelter.

“Licensing and microchipping are essential to helping us reunite people with their pets if they become lost. People tend to think it can’t happen to them, but it can. We see increases in lost animals especially during wildfires and big holidays like New Year’s Eve and the 4th of July. It’s so important to be prepared,” said Michelle Quigley, vice president of regional operations for San Diego Humane Society. “That’s why we’re putting a greater emphasis on licensing and making it more convenient for pet owners to obtain a license.”

BENEFITS OF LICENSING

- Licensed pets are more likely to be reunited with their owners if they become lost.
- Natural disasters (like earthquakes or wild fires) or scary sounds (like fireworks) often cause pets to flee the safety of their homes or properties. Pets that are currently licensed, microchipped, and vaccinated have a far greater chance of being quickly returned to their owners and are protected from disease.

For more information about licensing your pet, please visit: www.sdhumane.org/licensing.

Watch this video to learn more about PetHub:

<https://www.youtube.com/watch?v=mMU84MIPpi4>

About San Diego Humane Society



Serving San Diego County since 1880, San Diego Humane Society's scope of social responsibility goes beyond adopting animals. San Diego Humane Society offers San Diegans a wide range of programs and services that strengthen the human-animal bond, prevent cruelty/neglect, provide medical care, educate the community on the humane treatment of animals and provide safety net services for all pet families needing assistance with keeping their pets.

As San Diego's longest-established nonprofit organization, San Diego Humane Society has campuses located in Escondido, Oceanside, and San Diego as well as adoption centers inside select Petco stores throughout San Diego County. San Diego Humane Society is supported solely through contributions, grants, bequests, municipal contracts, investments and small fees for services. For more information or to view our current animals available for adoption; please visit www.sdhumane.org.

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