

MEDIA CONTACT:

Kelli Schry
(619)250-6801 cell
kschry@sdhumane.org

FOR IMMEDIATE RELEASE

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Protect Your Pets with **FREE** Microchipping

*San Diego Humane Society Offers **FREE** Microchips for Pets in Anticipation of New Year's Eve Celebrations*

SAN DIEGO — [San Diego Humane Society](http://www.sdhumane.org) is offering **FREE** microchipping on select days for all animals in anticipation of New Year's Eve – when shelters typically see a substantial increase in lost pets.

Celebrating New Year's Eve can be a terrifying time for our pets due to the loud noises associated with fireworks and revelry. Also, pets spooked by the noise of fireworks have been known to jump fences out of fear and confusion resulting in a higher number of stray animals entering the shelter post New Year's Eve celebrations.



“There is typically a spike in the number of stray animals that we receive the day after a big holiday, like New Year's Eve,” said Jennifer Brehler, chief operating officer for San Diego Humane Society. “We want to help pet owners take precautions to protect their pets on these busy holidays. This is why we're offering free microchips so we're able to reunite pets with their families faster.”

Licensing and microchipping pets helps reunite them with their owners faster. In anticipation of the upcoming holiday, San Diego Humane Society is offering free microchipping at the following times and locations:

SDHS San Diego Campus: 5500 Gaines St.

- Every Saturday in December from 10 a.m.-Noon

SDHS Escondido Campus: 3450 E. Valley Parkway

- Every Sunday in December from 1-3 p.m.

SDHS Oceanside Campus: 572 Airport Road

- Every Wednesday in December from 10 a.m.- Noon

This offer will also be extended at all campus locations on Friday, Dec. 29, from 11 a.m. – 5 p.m. No appointment necessary.



If your pet does go missing, ensuring your pet is microchipped and licensed will assist in a quick reunion. San Diego Humane Society also utilizes a facial recognition app, [Finding Rover](#), to quickly reunite lost dogs with their owners. It's one more tool to get pets home faster. Be sure to register your dog's photo on Finding Rover. It's free! Learn more and register here: <http://www.findingrover.com/>.

Remember to contact your local shelter immediately if your pet goes missing (*for the cities of Escondido, Imperial Beach, Oceanside, Poway, San Marcos and Vista contact San Diego Humane Society*).

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 oldest 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, investments and small fees for services. For more information or to view our current animals available for adoption; please visit www.sdhumane.org.

Suggested Tweet: Protect your pets - @sdhumane is offering FREE microchips in advance of the New Year's Eve! sdhumane.org/microchipping

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