



**MEDIA CONTACT:**

Dariel Walker  
(619) 299-7012 ext. 2251 *office*  
(619) 250-6801 *cell*  
[dwalker@sdhumane.org](mailto:dwalker@sdhumane.org)

**FOR IMMEDIATE RELEASE**  
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## **San Diego Humane Society Offers Free Microchipping in October**

*Protect Your Pet in Advance of Halloween*

**SAN DIEGO** — [San Diego Humane Society](http://San Diego Humane Society) is offering free microchipping on select days in October in anticipation of Halloween, when shelters typically see a substantial increase in lost pets.

Creepy costumes, glowing jack-o-lanterns and candy galore make Halloween a treat for kids and grown-ups, but they can be seriously scary for our pets. Opening doors for trick-or-treaters provides plenty of opportunities for spooked pets to flee, resulting in a higher number of stray animals entering the shelter after Halloween.

“There is typically a spike in the number of stray animals we receive the day after a big holiday like Halloween,” said Beau Archer, VP of animal welfare for San Diego Humane Society. “We’re offering free microchips so people can protect their pets and reunite with them faster should they become lost.”

In anticipation of the upcoming holiday, San Diego Humane Society will offer free microchipping at select [vaccination clinics](#) at the following times and locations:

**Escondido Campus:** 3450 E. Valley Parkway

- Every Sunday in October from 9-11 a.m.

**Oceanside Campus:** 572 Airport Road

- Every Wednesday in October from 10 a.m.- noon (Except Oct. 3)

**San Diego Campus:** 5500 Gaines St.

- Every Saturday in October from 8-10 a.m.

Microchips will be available while supplies last, so we recommend arriving early. If your pet is already microchipped, please make sure your contact information is current. Microchips are always available at all campuses (no appointment necessary) for \$15.

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. Be sure to register your dog's photo on Finding Rover. It's free!

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**To schedule an interview or for more information, please contact Dariel Walker at 619-250-6801 or [dwalker@sdhumane.org](mailto:dwalker@sdhumane.org).**



**Suggested Tweet:** @sdhumane is offering FREE microchipping on select days in October in anticipation of Halloween, when shelters see an increase in lost pets. Protect your pet! Free microchipping will be offered at SDHS vaccination clinics. Learn more: <https://bit.ly/2xBv1nW>

**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 located in Escondido, Oceanside and San Diego. For more information; please visit [sdhumane.org](http://sdhumane.org).

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