



petlink.net

[insert facility logo]

MEDIA ALERT

WHO: _____

WHAT: Pet Microchipping Event

OPEN TO: Everyone: young or old, big or small, furry or feathered, scaled or shelled, equine or camelid.

WHY: The Humane Society of the United States indicates that 1 in 3 pets will get lost during their lifetime. Microchipping is the only unique, unalterable, tamper-proof and permanent form of identification that owners can provide for pets. Collars with tags can be removed, torn or chewed off, and tattoos can become illegible over time. A GPS collar can run out of battery or go out of range. Once microchipped, owners are strongly encouraged to register their pets so that their contact information is on record in the event that their pet is ever lost.

A microchip, together with PetLink.net, gives your pet a silent voice and gives owners peace of mind that their beloved pet will always find its way home. Even if your pet stays indoors, events like natural disasters, house fires and other unfortunate incidents often leave pets unprotected. Through microchipping and registration in PetLink.net, you can ensure that if you are separated from your pet, the chance of being reunited increases dramatically.

WHERE: _____

WHEN: _____

CONTACT: For more information or to set up an interview, please contact:

Name: _____

Title: _____

Phone: _____

Email: _____

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