



facility logo

# PRESS RELEASE

WHO: \_\_\_\_\_

WHAT: \_\_\_\_\_ to Host Pet Microchipping Event

WHERE: \_\_\_\_\_

WHEN: \_\_\_\_\_

\_\_\_\_\_ would like to welcome all community members to a pet microchipping event on \_\_\_\_\_ at \_\_\_\_\_. All are welcome, young or old, big or small, furry or feathered, scaled or shelled, equine or camelid. Microchipping and registration services will be available for all pets \_\_\_\_\_. Microchipping and registration take only a few minutes, and ensures that if a pet is seperated from their family their chances of being reunited increase dramatically.

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 in the PetLink.net database so that their contact information is on record in the event that their pet is ever lost.

“Every week we hear stories of lost pets. We’re hosting this microchip even to help ensure that more of these stories end happily. At \_\_\_\_\_, we recommend that all pet owners have their pets microchipped and complete their registration in PetLink.net as part of a well-balanced wellness plan,” comments \_\_\_\_\_.

A microchip is as small as a grain of rice and is easily implanted under the skin of your pet. It’s simple, quick, and painless. The PetLink database protects information and is password protected. If your pet is found, PetLink will help bring them back to you.

About \_\_\_\_\_:

**MEDIA CONTACT:**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

## About **PetLink/Datamars, Inc.**

Your veterinarian or animal care professional recommends PetLink microchips and PetLink.net because of our outstanding quality and commitment to service. At Datamars, we manufacture our own microchips in accordance with ISO standards 11784/5 for companion animals, and we have built PetLink because of our commitment to animal welfare. Datamars is a private company with offices in Woburn, MA and Temple, TX. We employ approximately 1,800 people worldwide with offices in Europe, Asia, and the Americas. For more information, please visit [PetLink.net](http://PetLink.net).

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