

Your Organization Logo

For Immediate Release

ORGANIZATION NAME
CONTACT PERSON FOR COMMENT
TELEPHONE NUMBER
E-MAIL

<Name of Organization> Announces Microchip Clinic

*Ensure every pet has a safe return home with the help of a 24Petwatch microchip –
Microchip Clinic to benefit <Name of Organization>*

City, State – M/D/Y. Losing a pet can be a stressful situation. The staff at **<INSERT ORGANIZATION NAME>** will be holding a microchip clinic on **<INSERT DATE(S)>** at **<INSERT LOCATION>** from **<INSERT TIME>**. For a fee of **<INSERT AMOUNT>** professional staff will implant a microchip into your pet that will provide national registration with 24Petwatch Lost Pet Recovery Service.

<Quote from shelter staff on importance of chip>

A microchip is permanently implanted in the pet and stored with a unique identification number linking the pet to the owner's contact information, increasing the likelihood of a quick and safe return.

<INSERT ORGANIZATION NAME> and 24Petwatch are committed to the safe return of your pet. All proceeds from this event will go towards the non-profit to help the homeless animals in your community.

<INSERT ORGANIZATION NAME> helps **<INSERT ANNUAL ADOPTION NUMBERS>** find homes each year. **<INSERT ADDITIONAL INFORMATION ABOUT ORGANIZATION>**.

WHAT IS A MICROCHIP? – A microchip is the most effective form of permanent identification for pets. Microchips are approximately the size of a grain of rice and are safe to use for pet identification purposes. Pet microchipping is a common and safe procedure, where a microchip is implanted in the neck. The entire process takes only a few seconds to complete. When your lost pet is found, shelters, veterinarians and rescue groups will scan the pet for the microchip ensuring your pets safe ticket home.

About **<INSERT ORGANIZATION NAME AND BASIC SHELTER INFORMATION>**

About 24PetWatch Microchip ID

24Petwatch has been dedicated to the safety of cats and dogs since 2003. With a comprehensive line of products and services designed to enhance and protect the lives of companion animals, 24Petwatch gives pet owners and their pets access to health, happiness and peace of mind. If a lost pet is found with a collar tag, call 24Petwatch at 1-833-693-8101 immediately. A 24Petwatch lost pet recovery specialist will report the pet as found and contact the owner so they can be reunited with their pet. If there is no collar tag or if it is unreachable or scratched, found pets should be taken to the nearest animal shelter, vet or rescue group so the pet can be scanned for a microchip. For more information about 24Petwatch Microchip ID and 24Petwatch Insurance programs, visit www.24Petwatch.com.