



For immediate release

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Make It Easier to Find Your Furry Friend

AARF provides low-cost microchipping to the community

Did you know only 14% of lost dogs and 4% of lost cats are returned to their owners each year? Unfortunately, most lost pets end up on the streets or in shelters, and a high percentage are eventually euthanized because their owners are not located in time to save them.

In an effort to reduce the number of dogs and cats euthanized in the Atlanta area, Atlanta Animal Rescue Friends (AARF) is offering a low-cost microchipping clinic to the public on Saturday, May 19. The \$35 fee includes the microchip and the registration. This is a savings of \$30 on the average price of having a pet microchipped. Those who prepay on the AARF website will receive an additional \$5 off, paying only \$30. All microchips will be implanted by experienced veterinarians from Buckhead Animal Clinic.

Microchipping a pet is accomplished by injecting the chip, about the size of a small grain of rice, into the flap of skin at the back of the neck. It is a relatively quick procedure and virtually painless for the pet. The entire visit takes about 15 minutes to complete.

Many pet owners wonder why they should microchip when their pets have a collar, tag or even a tattoo. The answer is that microchipping is the only permanent way to ID a missing pet. Collars and tags can become easily lost, and even tattoos can become altered or eradicated. Most veterinary offices and shelters have microchip scanners, and scanning for a chip is typically the first means of identification when a lost pet is admitted. The shelter will contact the pet's owner using the information in the microchip, allowing the pet to be reunited with its owner and preventing the pet from becoming another statistic.

"Microchipping is one of the most effective ways of ensuring that your pet will find his or her way home if ever lost," says AARF Vice President of Development Chrissy Mattucci. "We still recommend using a traditional tag and ID collar, but a microchip will always be with your pet, even if the collar falls off. It is a small price to pay for the security of knowing that your pet is much safer."

Here are the details --

What: AARF's Summer Microchip Clinic

When: Saturday, May 19 from 1 to 5 p.m.

Where: Inman Park Pet Works, 914A Austin Ave., Atlanta GA 30307, (404) 522-4544, www.inmanparknetworks.com.

Cost: \$35 (includes microchip and registration)

More information: E-mail chrissy@aarfatlanta.org for reservations. Call (678) 318-1886 or visit www.aarfatlanta.org for more details.

Atlanta Animal Rescue Friends Inc. (AARF), founded in 2002, is a 501(c)(3) nonprofit animal welfare organization licensed by the state of Georgia. AARF is run solely on adoption fees, private donations and charitable grants, without government support. All donations are tax-deductible. For more information, visit www.aarfatlanta.org or call (678) 318-1886.