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MEDIA RELEASE

HUMANE SOCIETY OF KITCHENER WATERLOO & STRATFORD PERTH LAUNCHES NEW AWARENESS CAMPAIGN FOR LOST AND FOUND PETS

KITCHENER & STRATFORD, ONTARIO: July is National Lost Pet Prevention Month, and The Humane Society of Kitchener Waterloo & Stratford Perth (HSKWSP) is starting early by launching its new “Bring them Home” Campaign. The campaign marks a considerable push to spread awareness for lost and found animals and ultimately reunite more pets with their owners. It runs until August 31st with the hopes of reaching pet lovers across Waterloo Region and Perth County.

“Heading into our busiest season of the year, we know that many pets coming into our centres are already owned,” stated Amanda Hawkins, senior manager of animal care, HSKWSP. “We hope by spreading awareness and providing tools and resources, we can get pets home faster.”

The campaign is multi-faceted and aims to provide awareness, education, and checklists for what to do if you lose or find a pet, as well as how the community can support getting pets back home quickly by utilizing resources on the Humane Society’s new [Lost and Found Page](#). It also launches the Humane Society’s new online [page to view any lost pets](#) currently in care at their Kitchener or Stratford locations. Previously, pet owners had to come to the centres to view them in person.

The campaign also heavily shares the benefits of microchipping your pet. The Humane Society is encouraging pet owners to microchip their pets, either at their local vet or the Humane Society’s [weekly low-cost microchipping appointments](#). They are hoping for 250+ pet owners to take the “Microchipping Pledge” and microchip their pets during the campaign. Pledge participants will be entered to win one of two \$150 gift cards from our friends at Global Pet Foods in Kitchener-Waterloo.

“Ultimately, we want to bring more pets home this summer. We know that microchipping plays a huge role in reuniting them with their families,” stated Calla James, director of community engagement & outreach, HSKWSP. “A study published on microchipping revealed that microchipped dogs were 238% more likely to be returned home, whereas microchipped cats were over 2000% more likely to be returned.”

For more information on the Humane Society’s lost and found services, please visit their [website](#).

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We are leaders in animal welfare in our communities and committed to promoting the human-animal bond, while focusing on the responsible treatment of animals through education, collaboration, compliance, advocacy and care. Charitable BIN 11898 3550 RR0001

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