

What is a Microchip?



Microchips are technically known as Radio Frequency Identification Devices, they are not GPS trackers. When triggered by the electromagnetic waves produced by a microchip scanner, the chip will generate a radio signal that broadcasts a fifteen digit number. The microchip scanner detects this number, and by reference to an online database, the number is linked to the details of the dog's owner.

12^{mm} | A microchip is about 12mm in length, or about the size of a grain of rice. It is injected under the skin of your pet using a hypodermic needle. No surgery or anesthesia is required and it is no more painful than a typical injection.

22% | dogs without microchips were returned to their owners 21.9 percent of the time.

10 | Every day in the United States, 10,000 pets get lost. July is National Lost Pet Prevention Month and the perfect time to have your pet microchipped!

thousand

39% | microchipped cats went back home 38.5 percent of the time.

4 *million*

Over 4,000,000 animals have been microchipped since 1996.

52% | microchipped dogs were returned to their owners 52.2 percent of the time.

2% | Cats without microchips were reunited with their owners only 1.8 percent of the time.

555-123-???? | Collars can come off and tags can be worn down and become illegible over time. A combination of a microchip, properly fitting collar and current identification tag, are the best insurance policies you can provide to keep your companion safe.

24/7/365 | Microchip databases are available year around with no interruptions for weekends or holidays. When a lost dog or cat is brought to a shelter, veterinary hospital, or police station, the pet can be immediately scanned for a microchip. If a chip is found and the registry is current, the owner can be quickly contacted.

Once your pet is microchipped, there are only three things you need to do:

1. Make sure your microchip is registered
2. Ask your veterinarian to scan your pet's microchip at least once per year to make sure the microchip is still functioning and can be detected
3. Keep your registration information up-to-date

Remind pet owners to check and update their information, the American Animal Hospital Association (AAHA) and the American Veterinary Medical Association (AVMA) have established August 15 as Check the Chip Day. Take a few minutes to check your information and update if necessary, and you can rest easy that you've improved your chance of getting your pet back if he or she is lost or stolen.



National
**Check the
Chip Day**
August 15

CHECK THE *Chip!*



1 in 3 pets will get lost in their lifetime. Microchipping significantly increases their chances of returning home.



DOGS:

2.4X

MORE LIKELY TO BE RETURNED IF MICROCHIPPED



CATS:

21.4X

MORE LIKELY TO BE RETURNED IF MICROCHIPPED



**NOT
MICROCHIPPED?**

TALK TO US ABOUT GETTING A MICROCHIP TODAY.



**CONTACT INFO
UP-TO-DATE?**

ASK US TO CHECK YOUR PET'S REGISTRATION AND ENSURE INFO IS ACCURATE.