



FOR IMMEDIATE RELEASE

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Act fast to keep your feline and family together Free microchip ID deadline is September 30

Denver (September 1, 2009) The opportunity for Denver area cats to receive free microchip identification implants ends September 30, 2009. The free microchip ID offer is part of the Chip Your Cat program, whose purpose is to help reduce the number of cats entering area animal shelters and not being reunited with their owners due to a lack of identification. It is estimated that less than 10 percent of lost cats brought to animal shelters are reunited with their owners.

Cat owners living in Adams, Arapahoe, Broomfield, Denver, Douglas and Jefferson counties may receive a free microchip ID implant by scheduling an appointment with one of more than 70 participating veterinary clinics, or they may attend a scheduled microchip event at a participating shelter. Shelter events are held on a first-come, first-served basis.

With the deadline to get free microchips rapidly approaching the Chip Your Cat team highly encourages to people take advantage of this offer. Not only do microchips help reunite cats and their human companions, but legislative efforts are being proposed to make microchip IDs required for cats.

More than 18,000 cats have received free microchip identification implants since the offer began in September 2008; and after September 30 of this year the Chip Your Cat program will continue efforts to inform and educate pet owners about the importance of identification.

Additional details and participating veterinary clinics and shelters can be found at www.ChipYourCat.com. Also updates are available on Facebook and Twitter.

Chip Your Cat is a collaboration among the Denver Area Veterinary Medical Society, the Dumb Friends League and the Metro Denver Shelter Alliance. The program is sponsored by Bayer resQ and HomeAgain, makers of the microchip implants.

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ADDITIONAL DETAILS IF SPACE PERMITS

Things to know about microchips for your cat:

- ❑ Uniquely identifies your cat from other cats
- ❑ A quick, simple procedure
- ❑ Unlike a collar or tag, a chip won't fall off
- ❑ Allows animal shelters to notify you should your cat be brought in
- ❑ They are not required, but legislation is being considered that may require them.

The Chip Your Cat program – by the numbers

125,000	homeless cats in the Denver area
26,000	cats brought to local animal shelters per year
18,000	cats microchipped through the program through July
77	veterinarians participating
40	percent of lost cats that are described as 'inside only' cats
10	percent of lost cats brought to local shelters that are reunited with their owners
8	animal welfare organizations participating
6	counties included in program
2	percent of cats estimated to be microchipped in Colorado
0	cost to have your cat microchipped through Chip Your Cat until September 30, 2009.

Where to go to Chip Your Cat

Animal shelters where you can have your cat chipped for free, at first come, first served events include:

Aurora Animal Shelter, 15750 E. 32nd Avenue, Aurora
Every Thursday from 10:00 a.m. to noon, except holidays

Cat Care Society, 5787 W. 6th Avenue, Lakewood
Third Thursday of each month, 12 p.m. to 2 p.m., except holidays

Denver Municipal Animal Shelter, 678 S. Jason Street, Denver
Every Thursday. 3:30 p.m. to 4:30 p.m., except holidays.

Dumb Friends League – 2080 S. Quebec Street, Denver
Every Tuesday. 2 p.m. to 4 p.m.
Every Friday 4 p.m. to 6 p.m.

Table Mountain Animal Center, 4105 Youngfield Street, Golden, CO
Every Wednesday and Friday from 3 p.m. to 4 p.m., except holidays

The following veterinary clinics are providing free microchip identification implants for cats. Appointments are required, visit ChipYourCat.com for contact information.

AURORA: Aurora Cat Vet (Billy Bear Cats, Inc), Banfield The Pet Hospital, Mission Viejo Veterinary Hospital, Mississippi Animal Hospital, Piney Creek Vet Clinic, Seven Hills Veterinary Center, Special Friends Veterinary Clinic

ARVADA: Adams County Animal Hospital, Care Animal Hospital, Jefferson Animal Clinic, Pets Vet of Arvada.

BRIGHTON: Banfield-The Pet Hospital.

BROOMFIELD: Broadlands Vet Clinic, Mandalay Animal Hospital.

CASTLE ROCK: Brooklyn Veterinary Clinic, VCA Douglas County

CENTENNIAL: Aurora Animal Hospital, Banfield-The Pet Hospital

DENVER: Banfield The Pet Hospital, The Center for Animal Wellness, Denver Animal Hospital, Denver Pet Hospital, Downtown Animal Care Center, Evans East Animal Hospital, Firehouse Animal Health Center Capitol Hill, Firehouse Animal Health Center Park Hill, Harrison Memorial Animal Hospital, Pets on Broadway, University Hills Animal Hospital, University Hills Hampden Animal Clinic, VCA Alameda East, VCA Southeast Area Animal Hospital, Washington Park Veterinary Clinic PC.

ENGLEWOOD: All Cat Clinic, Cherrelyn Animal Hospital

GLENDALE: Banfield The Pet Hospital

GREENWOOD VILLAGE: Greenwood Village Vet Clinic.

GOLDEN: GoldenView Veterinary Hospital, Table Mountain Vet Clinic.

HIGHLANDS RANCH: Quebec Highlands Animal Clinic.

LAKESWOOD: Banfield The Pet Hospital, Dr. Bob's Vet Shop, Front Range Veterinary Clinic, VCA Anderson Animal Hospital.

LITTLETON: Banfield The Pet Hospital, Broadway Estates Veterinary Clinic, Centennial Veterinary Clinic, Columbine Animal Hospital, Firehouse Animal Health Center Ken Caryl, Firehouse Animal Health Center Littleton, Highland Animal Hospital, Redstone Animal Hospital,

Southwest Veterinary Hospital

LONE TREE: Banfield The Pet Hospital, Lone Tree VMC, Purrfect Health Cat Hospital

KITTRIDGE: Harmony Animal Wellness

NORTHGLENN: Banfield The Pet Hospital

PARKER: Banfield The Pet Hospital

THORNTON: Banfield The Pet Hospital, Community Pet Hospital, Firehouse Animal Health Center.

WESTMINSTER: Banfield The Pet Hospital, Cheshire Cat Hospital, Pets Unlimited

WHEAT RIDGE: Westridge Veterinary Hospital, Wheat Ridge Animal Hospital.