

SPCA Press Release For Immediate Release



Cortland County SPCA
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The Cortland County SPCA To Begin Microchipping Pets!

Cortland, NY – Did you know that 1 in 3 pets are reported missing at some point in their lives, according to the American Humane Association? One of our goals at the Cortland County SPCA is to reunite lost pets with their owners and this is why we have decided to invest in microchipping all of the cats and dogs we adopt out as well as offering microchipping services at our monthly spay/neuter clinic.

What is a microchip exactly? A microchip is a radio frequency transponder, about the size of a grain of rice, programmed with an identification number unique to your pet. It is non-toxic, non-allergenic, and will last the life of your pet with no maintenance required. At a veterinarian's office, microchipping your pet can cost around \$45, but here at the CCSPCA, we're only increasing our normal adoption fees by \$5 (\$10 at clinic) to include the chip as well as the chip's registration. Registering your pet's microchip is **the most essential step** in the process. When you register your pet's chip, you provide the microchip company with your contact information. If your pet gets lost, any shelter or veterinarian's office can scan your pet and contact the microchip company and either the microchip company or the shelter can reach out to you to let you know your pet has been found. Luckily for those who adopt through us, we will register your chip for you! Adopters will only need to worry about updating it if they move or obtain a new phone number.

A registered microchip greatly increases the likelihood of being reunited with a lost pet – a study done by the American Veterinary Medical Association (AVMA) showed 52% of dogs with microchips are reunited with owners, versus just 21% for dogs with no microchip. Owner return rates for cats with microchips was 38% versus 1.8% for cats without the chip – nearly 22x more likely!

Microchips last a lifetime, just like your love for your pet. We hope to better our community by making it easier to locate owners and reunite pets with their families. For more information, please feel free to contact the shelter at (607) 753-9386.