



## Alabama Veterinary Medical Association

781 Tiger Oak Drive | Pike Road, AL 36064-3063 | 334.395.0086 | Fax: 334.270.3399

*Protecting People, Pets and Livestock - Yesterday, Today and Always.*

## PRESS RELEASE

### Check the Chip Day promotes happy reunions

August 4, 2016

#### FOR IMMEDIATE RELEASE

**MONTGOMERY, Ala.** - The Alabama Veterinary Medical Association wants to spread the word about Check the Chip Day, August 15, created by the American Veterinary Medical Association and the American Animal Hospital Association (AAHA) to remind pet owners to check their pets' microchip registration information once a year to make certain it's up-to-date.

Microchips greatly increase the chances that pets will be reunited with their families if they are lost or stolen...but a microchip only works if its registration information is accurate.

#### Updating your pet's microchip registration

Not sure where your pet's chip is registered? Visit the AAHA Universal Pet Microchip Lookup Tool at [petmicrochiplookup.org](http://petmicrochiplookup.org).

To update your pet's registration, you'll need your pet's microchip number. If you haven't already created an account with the manufacturer, you'll need to do that as well so you can access the registration in the future to update the information. Make sure all of the information, particularly your phone number(s) and address, is correct.

There are many databases that allow you to register your pet's microchip, but the one that really counts – the one that animal shelters and veterinarians will search – is the database maintained by the manufacturer of your pet's microchip. AAHA's Universal Pet Microchip Lookup Tool is linked to the registries of the majority of microchip manufacturers and allows a quick database search of any microchip made by these manufacturers. In addition, a number of public microchip registries have also been linked to the AAHA Universal Pet Microchip Lookup Tool to make it easier to find a microchip's registration.

#### Why a microchip is the best way to safeguard your pet

There are many situations that may cause you and your pet to become separated, but microchipping is a great way to help reunite you with your pet.

The microchipping process is much like a vaccination - a small electronic chip about the size of a grain of rice is injected just under the skin between a pet's shoulder blades. No anesthesia or surgery is required and the cost is relatively inexpensive.

Statistics from Home Again state one in three pets will become lost during its lifetime. A study published in the Journal of the American Veterinary Medical Association, including 53 animal shelters across the U.S., confirmed the high rate of return of microchipped dogs and cats to their families, and the importance of microchip registration. From the study:

- Only about 22 percent of lost dogs that entered the animal shelters were reunited with their families. However, the return-to-owner rate for microchipped dogs was over 52 percent (a 238 percent increase).
- Less than 2 percent of lost cats that entered the animal shelters were reunited with their families. The return-to-owner rate for microchipped cats was dramatically higher at over 38 percent (more than 2000 percent better).
- Only 58 percent of the microchipped animals' microchips had been registered in a database with their pet parent's contact information.
- Without proper ID, 90% of lost pets never return home.
- A microchip is permanent ID that cannot fall off, or be removed—but it must be registered along with your contact information in order to identify your pet. If your pet's microchip is not registered, your pet is not protected.

Remember Check Your Chip Day and be sure your pet has the best chance to make it home should it ever become lost.

Founded in 1907, The Alabama Veterinary Medical Association is comprised of approximately 700 veterinarians from around the state, all committed to protecting People, Pets and Livestock – Yesterday, Today and Always.

-30-

#### Media Inquiries:

**Linda Tynan**

Director of PR & Communications  
Alabama Veterinary Medical Association  
334.395.0086 • fax 334.270.3399

[ltynan@franzmgt.com](mailto:ltynan@franzmgt.com)

[www.alvma.com](http://www.alvma.com)