



PETS AT HOME <<AREA>> HOLDS MICROCHIPPING WEEKEND

Pets at Home <<area>> is holding a special microchipping event this weekend (Sat 27 April - Sun 28 April) to help promote responsible pet ownership as part of National Pet Month.

Figures from the Missing Pets Bureau show that approximately 3,200 dogs go missing every week.

Pets at Home is promoting microchipping as one of the most effective ways to protect your pet from being lost or stolen, as it provides a permanent means of identification.

For the duration of the event, the store will offer microchipping at a special rate of £10 per pet (usually £15) helping to encourage local pet owners to lessen the likelihood of permanently losing a pet.

Last month, the Government introduced new legislation making it compulsory for all dogs in England and Wales to be microchipped by April 2016. It will be the responsibility of dog owners to ensure their pet is microchipped and there will be fines for non-compliance.

Fully trained in all aspects of pet care, including microchipping, Pets at Home store teams make it incredibly convenient for pet owners to drop in and make use of the service. For the majority of pet owners, the 'peace of mind' guarantee is worth the associated cost of £10*.

Store manager <<insert name>> said: "Tens of thousands of pets go missing every year - a dog owner's worst fear. With microchipping technology, if your dog is lost or stolen, there is a better chance you will avoid the heartache and be re-united.

"Following on from the Government's announcement of the new microchipping legislation coming into force in 2016, we have seen an increase in pet owners seeking advice on microchipping and enquiring about the service. It has helped us to highlight the importance of microchipping in promoting responsible dog ownership.

"Microchipping is a simple, relatively painless and essential procedure for ensuring the welfare of your pet. It's a fool-proof method of keeping your pet safe and National Pet Month is the perfect time for us to get this message across."

The chip is roughly the size of a grain of rice, fits under the dog's skin and contains information about its owner, making it easier for both to be reunited should they become separated for whatever reason.

At Pets at Home, when a chip is implanted, every pet is given a unique code number, which is then stored along with the owner's contact details on the UK's largest registration database, Petlog.**

For more information on microchipping go to www.petsathome.com or contact your local Pets at Home store.

-Ends-

For more information please contact Pets at Home PR team on 0161 236 2277 or prpets@havasww.com

* Or £15 during non-promotional events

Notes to Editors:

Pets at Home offers great products, tips and advice to keep your pet happy and healthy. From specialist pet food to toys and training aids, there is everything a pet owner could wish for and more.

There are more than 345 Pets at Home stores across the UK. Log onto www.petsathome.com to find your nearest store and for further information

Pets at Home are proud winners of The Sunday Times Top 25 Best Big Companies to Work for in 2013.

*Pet owners are required to keep Petlog updated of any changes to their details, such as a change of address, which can be done online at www.petlog.org.uk/services/check-owner.aspx