



Denver Shelters Start Microchip Campaign

The Chip Your Cat promotion will encourage cat owners to provide their pets with microchip identification.

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Fewer than 10 percent of cats brought to shelters are reunited with their owners; a campaign hopes to encourage cat owners to provide microchip identification. The Denver Area Veterinary Medical Society (DAVMS), the Dumb Friends League and participating members of the Metro Denver Shelter Alliance kicked off a year-long campaign to encourage pet owners to microchip their cats. The Chip Your Cat program, sponsored by Bayer resQ and HomeAgain, will provide 150,000 free microchips and lifetime registration for cats owned by residents in Adams, Arapahoe, Broomfield, Denver, Douglas and Jefferson counties.

The campaign is designed to help cat owners understand the importance of microchipping their pets and making sure the cats receive regular veterinary care. DAVMS and the participating shelters also hope to enhance the image of cats as pets.

According to Bob Rohde, president of Dumb Friends League, fewer than 10 percent of cats brought to shelters are reunited with their owners. The campaign hopes to change that by encouraging cat owners to provide microchip identification for their pets. Microchipping can help shelters in the Denver area reunite lost cats with their families.

The year-long Chip Your Cat campaign will provide free microchipping at veterinary clinics and animal shelters throughout the Denver area. Residents can find a location near them by visiting the Chip Your Cat website.