



Media Contact:

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Press Release May 6, 2013

WHO: Central California Society for the Prevention of Cruelty to Animals

WHAT: Be Kind to Animals Week \$15 Microchip Special

WHEN: May 5th through May 11th, 2013

WHERE: CCSPCA 103 S. Hughes Ave., Fresno CA 93706

WHY: Each year around 5 million pets get lost in the USA. Taking care of your pet is just one way that you can "Be Kind to Animals." Pets need you to help keep them healthy and safe because they are like children who never grow up.

- **Microchip implantation and registration included for \$15**
- **Receive your pet's microchip during regular CCSPCA business hours**
- **Microchipping is one of the most important elements of pet reunification**
- **Maintain current contact information on your microchip registration**

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