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FOR IMMEDIATE RELEASE

June 16, 2023

WHO: Central California Society for the Prevention of Cruelty to Animals/Fresno County Humane Society (CCSPCA)

WHAT: 9th Annual Microchip Madness – CCSPCA to Offer \$10 Microchips for One Day Only

WHEN: Saturday, June 24, 2023

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

WHY: In an effort to help reunite lost pets with their owners, especially with the inevitable Fourth of July fireworks happening next month, CCSPCA is offering \$10 microchips to Fresno County residents during its ninth annual Microchip Madness promotion.

All newly chipped dogs and cats will receive an assorted goody bag of pet food, toys, and pet products (while supplies last).

The promotion is a one-day drive-thru event. No appointments are needed—simply come to CCSPCA on Saturday, June 24, 2023, between 7 A.M. and 1 P.M. to get your pet(s) microchipped. CCSPCA anticipates a lot of interest and asks the public to be patient while waiting in line.

\$10 microchips are only available to dogs and cats ages 8 weeks and older, and weighing at least two pounds. All dogs must be leashed. Cats must be in carriers. Payment for microchips must be via cash, credit, or debit cards.

Microchips are small computer chips (about the size of a grain of rice) that are implanted under an animal's skin with a needle and syringe, similar to a routine vaccination. After the microchip is implanted, the chip must be registered online with the owner's contact information. If the dog or cat is found by somebody else, the animal will be scanned at a local shelter, rescue, or veterinarian for a microchip, which will help reunite the owner and pet.

This promotion is made possible by the support of their sponsor, 24PetWatch, as well as CCSPCA's Board of Directors and the generosity of donors and supporters. Please call (559) 233-7722 with any questions.

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"Be a Life Saver - Be a Hero - Save a Life" by adopting a shelter animal.

#SaveALifeFresno

**For more information please contact CCSPCA
559.233.7722, media@ccspca.com, or visit ccspca.com
Central California SPCA, 103 S. Hughes Ave. Fresno, CA 93706**