

# NEWS RELEASE

LOST PETS OF SOUTH AUSTRALIA INC  
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## Chip blitz to help bring home lost pets

About 6000 dogs and cats are expected to be microchipped over two days in November as part of the Lost Pets Of South Australia Great SA Microchip Blitz.

The Microchip Blitz was the creation of the co founders of Lost Pets of South Australia Christine Robertson and Annette Nixon. What began as a simple idea, came to fruition when they engaged the support of Petstock, the Animal Welfare League, the RSPCA and the Dog and Cat Management Board.

Lost Pets of South Australia Co-founder Christine Robertson said her organisation used the power of social media to reunite lost animals with their owners, but sometimes that simply wasn't enough.

"South Australians feel very strongly about animals and as a community, we do our very best to see that lost pets find their way home," Ms Robertson said.

"But the fact is, a microchipped pet has a much better chance of being quickly reunited with its owner than a pet with no identification.

"It also reduces the cost burden on shelters like the RSPCA and Animal Welfare League, which do so much good work.

"We're hoping to see as many as 6000 pets microchipped through this event."

"It's great to see the AWL and the RSPCA join with Lost Pets of SA for this event when the goal really is to do them out of business and have no need for lost pets to ever be impounded"

Sustainability, Environment and Conservation Minister Ian Hunter said the event was a great initiative.

"Dog and cat owners will be able to have their pets microchipped at a cost of just \$10 per animal – which will see people saving up to \$70 from the usual cost," Mr Hunter said.

"A recent citizens' jury into dog and cat management recommended that all dogs and cats should be desexed and microchipped.

"In response, we are amending the Dog and Cat Management Act to reflect the jury's finding, and also looking into options to create a central registry."

The Great SA Microchip Blitz will take place on Saturday, 21 November, and Sunday, 22 November at nine locations in metropolitan Adelaide and Port Lincoln.

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For more information, visit [www.chipblitz.com](http://www.chipblitz.com)