

News Release

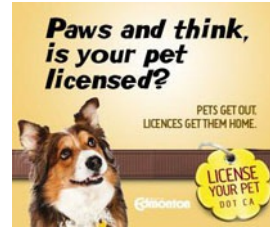
April 05, 2014

City of Edmonton

Paws and think, is your pet licensed?

All it takes is a package wedged in the door, a clap of thunder, a menacing vacuum, or a taunting squirrel, and your pet could escape. Pets get out and we find them - it's the owners we have trouble locating.

"Approximately 8,000 pets make their way to our Animal Care and Control Centre each year. While we do our best, the reality is that pets lacking a valid licence often do not find a way back to their owners," says David Aitken, Branch Manager for Community Standards at the City of Edmonton. "That's why this spring we're working to raise awareness about the importance of getting pets licensed."



It is estimated that one third of Edmonton households have a dog or a cat. Despite the high number of pets in the city, only 35 per cent of cats and up to 65 per cent of dogs are actually licensed.

A pet licence with up-to-date information ensures the City can contact you if your pet is found. Licences are affordable and can be easily obtained or renewed online at licenseyourpet.ca, as well as by mail or in person.

"Pets are part of our family so when they slip out an open window or door and go missing it can be very stressful and upsetting," says Deb Erichson from Jackie Parker Pooch Patrol, a local community group that works to promote responsible pet ownership. "It's not always possible to prevent pets from escaping but with a pet licence in place you'll have peace of mind knowing that you're prepared should the unexpected happen."

If you own a cat or dog over six months of age, it must have a valid licence – even indoor pets. The fine for having an unlicensed animal is \$250 per pet.

Licensing fees help find and provide care for the 8,000 lost pets each year, as well as assist other rescue agencies in finding homes for unclaimed pets.

Visit the [Fresh FM Pet Pitstops](http://FreshFMPetPitstops) on April 12, 13 or 26, 2014, to enter to win a \$100 Pet Pros gift card or submit your stories about the time your pet got out to Sun Media's [The Great Escape Contest](http://TheGreatEscapeContest) for a chance to win a \$1000 Pet Pros prize package.

For more information, please visit:

licenseyourpet.ca

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