

# Public Service Announcement

June 24, 2015

City of Edmonton

## Now's the paw-fect time to get your pet licensed

The City of Edmonton and Vets To Go are encouraging Edmontonians to license their pets this Saturday. On-the-spot pet licensing will be available for anyone getting a new or renewal licence. Anyone who purchases a pet licence on-site on June 27 will receive a gift from the City of Edmonton and will have the opportunity to enter and win one of two free Superstore gift baskets.

**Date:** Saturday, June 27, 2015  
**Time:** 9 a.m. – 3 p.m.  
**Location:** Clareview Superstore, 4950 137 Avenue

A pet licence ensures that the City can contact an owner if their pet is found. All pets over six months of age must be licensed each year – even pets that remain indoors. Licences are affordable and can be easily obtained or renewed online, by mail or in person.

Throughout June and July, the City is focused on educating pet owners about the importance of pet licensing. Starting in late July, Animal Control Peace Officers will undertake a zero-tolerance approach. The owner of any pet found without a licence will be issued a fine of \$250 per pet.

Pet licences also provide:

- A free ride home once a year for lost cats and dogs with valid licences.
- Care of more than 6,000 animals at the City of Edmonton's safe-keeping facility.
- Emergency veterinary care to injured stray pets.
- Responsible pet ownership education programs.
- Bylaw enforcement services for public safety.
- Funding of almost \$500,000 a year to the Edmonton Humane Society and other local rescue groups that re-home animals transferred from the City's safe-keeping facility.

Anyone who licenses their pet online from now until July 31 will also have the opportunity to enter and win one of four Vets To Go gift certificates worth \$250 each towards an in-home veterinary visit.

### For more information:

Visit [licenseyourpet.ca](http://licenseyourpet.ca)

### Media contact:

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