

Pets get out. Licences get them home.

New pet licensing campaign helps citizens see why licences matter

September 15, 2016

The City of Edmonton has launched a [campaign](#) to raise awareness among current and future pet owners about the importance of pet licensing.



"Pet licensing really impacts everyone," said Ron Gabruck, Director of the City's Animal Care and Control Centre (ACCC). "For the citizen, a licence ensures their pet gets home safe and sound if it's ever lost. For the community, licensing generates revenue to provide many important animal-related programs and services that Edmontonians — even those without pets — benefit from every day."

Alicence is a unique ID that tells ACCC who a pet belongs to and where they live. This is imperative when an animal gets lost or displaced in an emergency. Pets with valid licences also get one free ride home each year. The fine for having an unlicensed cat or dog in Edmonton is \$250 and failure to display a pet's licence tag could result in a fine of \$100.

Licence fees:

- Provide food, shelter, medical care and enrichment for approximately 6,000 lost pets and stray animals each year
- Support local rescues and shelters
- Provide emergency first-aid veterinary care to injured pets
- Maintain Edmonton's off-leash parks
- Support responsible pet ownership education and enforcement

To help engage citizens, a Pet Licence Street Team will attend various events and locations throughout the city on weekends in September and October. The team will distribute coupons for new licences, reward compliant pet owners and encourage citizens to participate in the conversation on social media, using the hashtags [#licenseyourpet](#) and [#yegpets](#). Citizens can check [@CityofEdmonton](#) on Twitter as well as the [City of Edmonton](#) and [ACCC](#) Facebook pages to find out where the team will be each weekend.

For more information:

edmonton.ca/pets

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