



PAWSITIVE ALLIANCE
14150 NE 20th St., F1-233
Bellevue, WA 98007
Telephone: (206) 486-4PET

MISSION STATEMENT:

To help end the euthanasia of adoptable dogs and cats in Washington by increasing adoptions, supporting spay and neuter programs, and improving pet retention.

NEWS RELEASE

FOR IMMEDIATE RELEASE

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National Pet I.D. Week

April 17-23

Pawsitive Alliance to provide FREE pet Identification tags on April 23rd

Seattle, WA, April 19, 2022— In support of this year's National Pet I.D. week, April 17 to 23, Pawsitive Alliance will be providing free pet identification (ID) tags to the public at their monthly free ID and Pet Supply event on April 23 from noon to 3 pm at Urban Animal Center parking lot in the South Seattle neighborhood of White Center.

Becoming separated from a beloved pet can be devastating for both the pet and their caretaker, it is a time and energy intensive endeavor to find a lost pet. Far too frequently the lost pet is never reunited with their family. * Providing a pet with identification, such as an identification tag and/or microchip, is paramount to increasing the potential for a happy reunion. This is why Pawsitive Alliance is increasing our efforts to get more ID on owned cats and dogs as part of our Pet Retention program, which also provides essential supplies to pets of people experiencing housing or financial insecurity across our state, including at our monthly free pet ID and supply events.

We are inviting anyone with a cat or dog without a current ID tag to visit us on Saturday, anytime between noon and 3pm for a free pet ID tag at 9610 17th Ave SW, Seattle, WA 98106.

*Almost 60 percent of the pets taken in at shelters in Washington State last year were categorized as "stray" said Jenny Fraley, Executive Director of Pawsitive Alliance. Many of those "strays" were actually lost pets that were separated from their loving family. Sadly, in 2021 only 28 percent of those cats and dogs were reunited with their families. With an identification tag, a lost pet is much more likely to be reunited with their caretakers.

In 1st quarter this year, Pawsitive Alliance has distributed 327 ID tags.



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Pawsitive Alliance is a 501(c)3 organization whose mission is to help end the euthanasia of cats and dogs in Washington by increasing adoptions, supporting spay and neuter programs, and improving pet retention. The organization's vision is a healthy and happy home for every cat and dog in Washington. To learn more about Pawsitive Alliance, visit the website at www.PawsitiveAlliance.org.

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