



MEDIA RELEASE

Stourbridge and District Cats Protection

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Cats Protection supports National Microchipping Month

Stourbridge and District Cats Protection is keen to promote *National Microchipping Month* (June 2006) to encourage more cat owners to realise the benefits of microchipping their pet.

New research by the UK's leading feline welfare charity found that only 45 per cent of cats that went missing were microchipped while just 43 per cent wore an external ID tag.

The survey, which was designed to establish trends and factors relating to pets that go missing, has implications for all pet owners and highlights the importance of ensuring your cat is identifiable.

Rob Hall, PR Officer with the Stourbridge and District Branch of the charity, said:

“Microchipping offers cats a safe method of identification which is more reliable than other forms of identification such as collars that can get removed, snagged or lost.

“However, it is very important pet owners keep their details up to date to increase the chance of a happy reunion. Owners should check their certificate which will tell them how to update their details.”

Co-ordinated by the Kennel Club, *National Microchipping Month* will run throughout the UK to promote responsible pet ownership through microchipping as the preferred method of permanent pet identification. Last year, the campaign received support from hundreds of pet organisations, charities, veterinary and welfare clinics so Cats Protection is pleased to lend its support to the campaign.

Every year, the charity helps nearly 4,000 cats to find their way home.

In 2003 the Stourbridge and District Branch was able to reunite Cyril – a ginger tom – with his owners thanks to his microchip. Cyril was found wandering the streets of Brierley Hill but was soon back at home with his owners in Erdington, Birmingham - some 20 miles away and over two years after they'd last seen him.

Cats Protection staff and volunteers can provide useful information on practical measures to take when a pet goes missing. For more information, please contact Stourbridge and District Cats Protection's Lost and Found Officer on 07092 388015 or email lostandfound@stourbridgecats.org.uk

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For more information or to arrange a photo, please contact Rob, PR Officer, on 07092 364572.

Notes for Editors

- Microchipping is a safe method of pet identification. A small microchip is inserted under the cat's skin between his shoulder blades. Each microchip carries a unique identification number linked to a database containing details of the pet, as well as the owner's contact details. When a scanner detects a microchip, a simple phone call can ascertain the owner's details and the pet can then be quickly returned home. However, the system is reliant on owners ensuring their registration details are fully up to date.
- Microchipping can be done by a vet or other specially trained personnel. The insertion procedure is no more painful than an injection. Microchips can migrate to other locations under the skin therefore it is important that a cat is scanned all over when checking for a 'chip. It is also a good idea to have a vet or other trained person scan any recently acquired felines, or cats that are presumed to be lost or strays, to double-check that they don't already have a 'chip.
- The Stourbridge and District Branch of Cats Protection covers postcodes DY1 – DY13, which includes Stourbridge, Kinver, Kingswinford, Hagley, Brierley Hill, Tipton, Dudley, Sedgley, Kidderminster, Stourport, Bewdley and the Wyre Forest area. It is part of the charity's nationwide network of 29 Centres and 260 voluntary-run Branches that together rehome around 60,000 cats and kittens every year.
- Cats Protection is the UK's oldest and largest feline welfare charity. Founded as the Cats Protection League in 1927, **the charity adopted the name Cats Protection in 1998. We ask that you use the name Cats Protection when referring to the charity in all published material.**
- The aims of Cats Protection are:
 - To rescue stray and unwanted cats and kittens, rehabilitate and re-home them.
 - To encourage the neutering of all cats and kittens not required for breeding.
 - To inform the public on the care of cats and kittens.