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FOR IMMEDIATE RELEASE

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Silicon Valley Pet Project Invites Pets and Their Parents to a Low-Cost Microchip Clinic on March 14, 2:00 p.m. to 4:00 p.m., in San Jose

Microchip ID Can Help a Lost Pet Get Back to its Home

SAN JOSE, CA — Silicon Valley Pet Project is inviting pets and their parents to a [low-cost microchip clinic](#) on March 14, 2020, 2:00 p.m. to 4:00 p.m., at [Pup Plaza](#) in San Jose. For \$20 each, pet owners can get a permanent ID for their dogs and cats. The fee includes insertion and registration with a national pet recovery database. No appointments are needed and walk-ins are welcomed. Pup Plaza is at 14408 Union Ave., San Jose, in the Cambrian Park Plaza shopping mall.

Statistics support this life-saving measure. According to the American Kennel Club (AKC), one in three pets is likely to be lost at some time in its life. Studies show that cats are 20 times more likely to be reunited with their families when microchipped and dogs are 2.5 times more likely to be reunited. Without a collar or microchip, shelters have no way of finding a lost pet's owner.

Microchipping is a safe and standard practice ([video here](#)). The microchip is the size of a grain of rice and is injected under the loose skin between a dog's or cat's shoulder blades. It carries a unique identification number and when scanned by a vet or shelter, the chip transmits the ID number that corresponds to the owner's contact information in the pet recovery database.

"Collars, while important, can be lost. Microchips are permanent," said Melissa Lisbon, SVPP CEO. "We invite everyone who needs a pet microchip to come and participate. This is truly the best way to make sure a lost pet can get home again."

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About Silicon Valley Pet Project Silicon Valley Pet Project (SVPP) is a nonprofit animal welfare organization committed to saving local at-risk shelter pets through rescue, foster, community involvement and education. Since its 2015 inception, SVPP has rescued more than 1,204 dogs, cats and kittens through its partnership with the San Jose Animal Care and Control Center. SVPP is a certified Best Friends Animal Society Network Partner and has joined Best Friends' mission to Save Them All. For more information, go to www.svpetproject.org. To become a fan of Silicon Valley Pet Project, go to our [Facebook](#) page. Follow SVPP on Twitter and Instagram (@svpetproject).

**LOW COST
MICROCHIP
CLINIC**

at Pup Plaza

