



# MICROCHIPPING YOUR PET: THE RIGHT CHOICE

## Facts About Microchipping Your Pet

- The microchip is only placed once, and it lasts a lifetime. We recommend placing the chip at the time of spaying or neutering, though it can be done anytime.
- The cost of chipping your pet is \$72.55 at Grand Avenue Veterinary Clinic.
- Almost all animal shelters in the United States, including those in the Twin Ports area, have readers that can identify your pet.
- A microchip **does not** keep your pet from running away, being hit by a car or attacked by an aggressive animal. Having a proper enclosure or using a tie-out is essential for protecting your pet's health.
- Unlike a collar or ID tag, your pet cannot remove the chip. This guarantees your pet can always be identified by the proper authorities.

We've all heard the story about the family pet that ran off and never was seen again. As tragic as it sounds, it seems we never believe that it could happen to us... until it does happen to us. Our pets aren't just pets nowadays; they're family members, who we care about deeply and give as much love and caring as the human members of our families.

Unfortunately, our pets don't share our common sense when it comes to staying close to home. Their adventurous spirit and curiosity can be their worst enemy. You may even know somebody who has lost a pet, never to find it again.

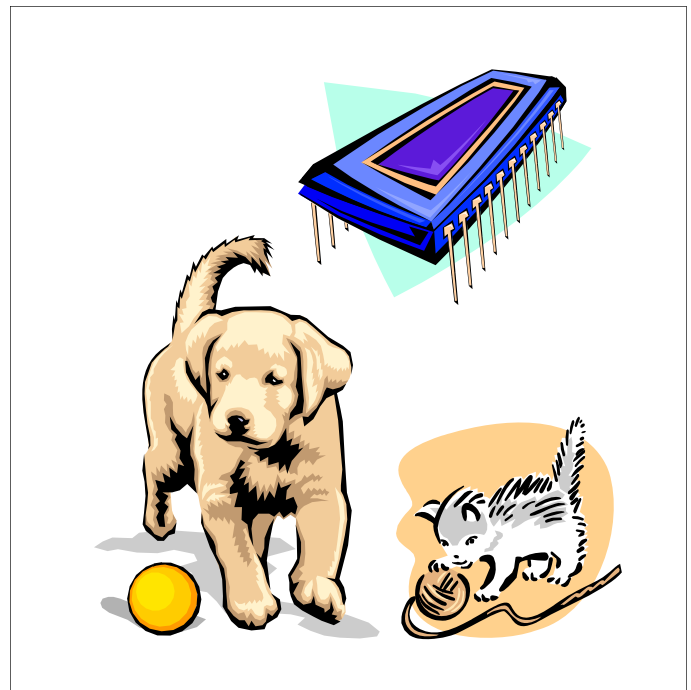
Fortunately, we now have a means of finding our lost loved ones. For a nominal fee a microchip can be implanted between your pet's shoulder blades. The life of this chip will outlast your pet's life, guaranteeing that it can be identified by any shelter when it's found. There's no way for your pet to remove it (unlike a collar or ID tag).

Microchips are very safe. They are biologically inert and sterile, meaning your pet will not have an allergic reaction to them.

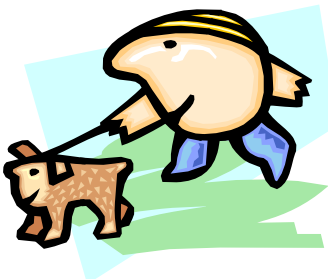
The procedure in which the microchip is placed causes a minimal amount of discomfort. It can be done while the animal is awake and unanesthetized, though we often perform the procedure at the time of sterilization, when the pet is anesthetized.

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Ask us today about microchipping your pet. It may be the most important decision you ever make for your pet and your family.



A simple microchip inserted under the skin of your dog or cat can save a lifetime of heartache.



## KEEP YOUR PETS ON A LEASH, FOR THEIR PROTECTION AND FOR OTHERS

Microchipping and other forms of identification are essential for helping find lost pets, but they should never be considered a substitute for proper restraint. Most cities (including Duluth and Superior) maintain leash laws which do not allow an animal to be

off-leash when not on your property.

Using a leash, tie-out, and/or fence protects not only your neighbors but your own pet as well. You may have the friendliest pet in the neighbor-

hood, but if it walks on to another person's property and gets attacked, you may be liable for damages, as well as be forced to pay heavy fines for breaking leash laws. Protect your loved ones and those around you by taking the right steps.