



For Immediate Release

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**PIJAC Congratulates the State of Utah on “Identify Your Pet Day”**

Washington, DC/Salt Lake City, UT – As the pet industry leader whose top priority is to ensure the most positive experience between pet owners and their pets, the Pet Industry Joint Advisory Council (PIJAC) gives high marks to Utah Governor Gary Herbert, along with Representative Angela Romero (D) and Senator Brian E. Shiozawa (R) for the joint resolution designating “Identify Your Pet Day” as Friday, April 18, 2014.

“Part of pet ownership is the responsibility of ensuring that pets have some form of identification on them – whether that is a collar or implanted microchip,” says Ken Oh, President & CEO of PIJAC. “Many family pets are lost, stolen, picked up by animal control and taken to overcrowded city and county animal shelters when, all along, had they had some form of ID on them, they could have easily been returned to their owners.”

According to Salt Lake City Animal Services, the cost to house and care for a lost pet in an animal shelter is approximately \$33 per day and overcrowding eventually means that animals, once family pets, will be euthanized.

“This positive resolution, which corresponds with National Pet ID Week, will not only encourage the citizens of Utah to obtain basic identification for their pet, it will – in the long run – return more pets to their families, reduce costs to animal shelters and most importantly will help reduce the incidence of euthanasia,” says Oh.

National Pet ID Week is April 20-26, 2014. PIJAC hopes that other states and jurisdictions will follow Utah’s example by encouraging owners toward gaining proper pet identification.

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The Pet Industry Joint Advisory Council (PIJAC) is comprised of members of the pet industry, nationwide, including pet food and pet supply manufacturers, veterinarians, retailers, pet day care and boarding facilities, groomers among others. PIJAC provides its members a voice in state and national legislative issues and has supported pro-pet legislation and regulations for forty years. With over \$183 million donated in the form of food and general supplies, as well as direct monetary aid, the pet industry has helped more than 7.5 million homeless and shelter pets in the last two decades. More information can be found at [www.pijac.org](http://www.pijac.org)