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Charlottesville-Albemarle SPCA
FOR IMMEDIATE RELEASE

CHARLOTTESVILLE-ALBEMARLE SPCA TO USE INNOVATIVE TECHNOLOGY FROM PETCO LOVE TO HELP REUNITE LOST PETS WITH THEIR FAMILIES DURING 4TH OF JULY HOLIDAY

*When the Unthinkable Happens, New “Petco Love Lost” Database
Uses Breakthrough Facial Recognition Technology to Find Missing Cats and Dogs
In Charlottesville and Albemarle County*

CHARLOTTESVILLE, VA. (July 1, 2022) – The Charlottesville-Albemarle SPCA has proudly joined forces with [Petco Love](https://petcolove.org) – formerly known as the Petco Foundation, a national non-profit working to lead and inspire change for animals – and animal welfare groups across the country, on a shared mission to help reunite lost pets with their families should they ever go missing. Sadly, according to industry statistics, one in every three pets will go missing in their lifetime and more pets go missing during the July 4 weekend than any other time of the year.

Petco Love Lost is a new, searchable national database that uses patented facial recognition technology to make finding lost pets quicker and easier. This simple-to-use tool will be easily accessible to participating animal organizations nationwide, as well as any pet parent or person who finds a lost pet. Uploaded photos of a missing dog or cat are immediately scanned to determine whether the lost pet is at a participating shelter or with a neighbor in the community.

“We see firsthand how quickly a pet can go missing, whether they were curious, following a scent, wandered through an open gate or became scared during a storm,” said Angie Gunter, Chief Executive Officer of the Charlottesville-Albemarle SPCA. “We work tirelessly to care for pets, whether they’re awaiting their forever home or lost and need help getting back to their

families. There's nothing more rewarding than reuniting families with their beloved pets and with Petco Love Lost, we're confident it can lead to many more happy reunions, right here in Charlottesville and Albemarle County."

"We know that one in three pets goes missing in their lifetime, an estimated 10 million pets each year, and we're not okay with that," said Petco Love president Susanne Kogut. "That gives us 10 million reasons why we created Petco Love Lost, because we believe nothing is more important than keeping people and pets together for a lifetime of love. Together with the Charlottesville-Albemarle SPCA, our goal is to keep pets where they belong - at home, with you."

The SPCA encourages pet owners to keep pets secure during holiday celebrations and to update ID tags and microchips in advance. **There will be a microchip and rabies vaccine clinic held at the shelter on Sunday, July 3 from 12 to 4 PM. Appointments can be made by calling (434) 973-5959 x206 or emailing clinic@caspca.org.**

To learn more about the Charlottesville-Albemarle SPCA visit caspca.org. If you've lost or found a pet, Petco Love Lost is here to help get them home. Visit petcolovelost.org or join the conversation @PetcoLoveLost on [Facebook](https://www.facebook.com/PetcoLoveLost), [Instagram](https://www.instagram.com/PetcoLoveLost) and [Twitter](https://twitter.com/PetcoLoveLost).

About the Charlottesville-Albemarle SPCA

The Charlottesville-Albemarle SPCA is proud to have maintained the City of Charlottesville and Albemarle County as a No Kill community, providing life-saving care to thousands of animals in the region. The mission of the SPCA is to advance the compassionate treatment of animals by providing sheltering, medical care and behavioral services for dogs and cats; promoting permanent, caring homes; and furthering education and outreach to place healthy animals in caring homes.

About Petco Love

Petco Love is a life-changing nonprofit organization that makes communities and pet families closer, stronger, and healthier. Since our founding in 1999 as the Petco Foundation, we've empowered animal welfare organizations by investing \$330 million in adoption and other lifesaving efforts. We've helped find loving homes for more than 6.5 million pets in partnership with Petco and organizations nationwide.

Our love for pets drives us to lead with innovation, creating tools animal lovers need to reunite lost pets, and lead with passion, inspiring and mobilizing communities and our more than 4,000 animal welfare partners to drive lifesaving change alongside us. Join us. Visit petcolove.org or follow on [Facebook](https://www.facebook.com/PetcoLove), [Instagram](https://www.instagram.com/PetcoLove), [Twitter](https://twitter.com/PetcoLove), and [LinkedIn](https://www.linkedin.com/company/petcolove) to be part of the lifesaving work we lead every day.

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