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FOR IMMEDIATE RELEASE

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**MEMPHIS ANIMAL SERVICES CELEBRATES RESPONSIBLE PET OWNERS
MONTH WITH EDUCATION AND COMMUNITY OUTREACH EFFORTS**

Memphis, Tenn. - According to a recent Gallup poll 6 in 10 Americans a pet. February is Responsible Pet Owners Month and in observance, Memphis Animal Services (MAS) has scheduled a month long series of events aimed at creating awareness and providing pet owners opportunities to obtain services and to become better educated on what it means to be a responsible pet owner.

“One of our main goals is promoting, motivating and enforcing responsible pet ownership,” says James Rogers, Administrator of Memphis Animal Services. “We hope that this month long campaign will help bring consciousness to what the community can do to create responsible pet ownership communities.” To kick-off the observance, the winning logo from last year’s competition will be revealed. Also, a complete list of Responsible Pet Owners Month activities is listed at the end of this release.

About Responsible Pet Ownership

Nationally, the vast majority of animals that fill shelters or end up on our streets have arrived at that situation because a human relationship has failed them. The problems MAS and other shelters confront daily – bites, strays, surrenders – is not an animal problem, but often the fault of an irresponsible owner.

Memphis Animal Services believes that part of the solution lies in creating responsible pet ownership communities. Community involvement not only helps keep animals safe, but helps us serve and respond to the animal control problem more effectively.

The basic elements of a responsible pet ownership community include:

- Provide proper vaccinations for pets
- Provide identification tags and/or microchip for pets.
- Spay or neuter pets.
- Training, socialization, proper diet, shelter, and medical care.
- Not allowing pets to become a threat or nuisance in the community.

(more)

According to the Humane Society of the United States, 3-4 million dogs and cats are euthanized each year. Although there has been a 33% decrease in euthanizations since 2009 for Memphis Animal Services (see attachment), pet owners can help decrease shelter overcrowding by having their pets spayed or neutered. To that end, through a collaboration with Mid-South Spay and Neuter, vouchers will be provided to citizens in the targeted zip code 38105. Animal Control Officers will also blitz designated areas to hand out information to residents in this area.

Events Calendar

Saturday, February 2nd

Vaccination & Microchip Clinic

Davis Community Center- 3371 Spottswood

9:00 am - noon

Saturday, February 9th

Mobile Pet Adoption

Poplar & Highland Petco

10:00 a.m. - 3:00 p.m.

Saturday, February 16th

New Volunteer Orientation

Conference /Training Room at MAS

Sweethearts Parade

Dog Park @ Avery

noon

Tuesday, February 19th

Volunteer Memphis' Volunteer Expo

3:30 p.m. - 6:30 pm

To recruit new volunteers and spread information about MAS.

Saturday, February 23rd

Mobile Pet Adoption

Bartlett Petco 10:00 a.m. - 3:00 p.m.

*Yappy Hour – Every Thursday 4:00 – 6:00 p.m.