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**NEWS
RELEASE**

03 / 08 / 2023

City of El Paso Invites Community to Microchip Their Pet This “Straylight Savings”

The City of El Paso Animal Services is encouraging the community to take part in “Straylight Savings,” an initiative aimed at bringing awareness to the importance of microchipping and updating the contact information on your pet’s microchip.

Straylight Savings is the department’s take on the common Daylight Saving’s public safety reminders, like checking your smoke detector’s battery.

“Microchips make all the difference on whether a pet is able to be returned home quickly or if they have to come to the shelter,” said Terry Keschull, El Paso Animal Services Director. “It’s a one-time service that provides security to your pet for life.”

So far this year, nearly 3,000 lost pets have entered the Animal Services Center, many of these pets did not have a microchip, or if they did have a chip, the contact information was incorrect, preventing the pet from quickly being reconnected with their owner.

How to Update Your Pet’s Microchip

First you will need your pet’s microchip number. If you don’t know your pet’s microchip number, you can take them to your veterinarian or any El Paso Fire Department station to be scanned. Next, look up your pet’s microchip manufacturer by visiting www.petmicrochiplookup.org and enter the chip number in the search box. The result will tell you which company manufactured the chip and where you can register it or update the contact information. For an extra layer of protection, you can also add your pet’s microchip information to the www.my24pet.com database for free.

Need a Microchip?

If your pet does not have a microchip, your veterinarian can implant one on request. Microchips usually cost about \$25 at most veterinary clinics. Animal Services’ Resource Rover program also hosts free microchip clinics throughout the year, where they can also check and update an existing microchip in local databases. Below is a list of upcoming free microchip events:

WHEN: 10 am to 1 pm Friday, March 10
WHERE: Blackie Chester Park (3147 Escobar)

WHEN: 10 am to 1 pm Thursday, March 16
WHERE: Starbucks (9455 Dyer)

WHEN: 9 am to noon Saturday, March 11
WHERE: Cabela’s (6450-10 Desert Blvd., Suite B)

WHEN: 2 to 5 pm Saturday, March 18
WHERE: Gringo Theory Patio Bar (11410 Montana)

WHEN: 1 to 3:30 pm Saturday, March 11
WHERE: Dogs on the Run Grooming (1852 Trawood)

WHEN: 11 to 3 pm Saturday, March 25
WHERE: Tierra Buena Park (12701 Pebble Hills)

WHEN: 9 to 12 p.m. Wednesday, March 15
WHERE: Hondo Pass (4501 Hondo Pass)

WHEN: 11 to 3 pm Thursday, March 30
WHERE: Sue Young Park (9730 Diana)

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Promoting **Transparent & Consistent Communication**
Among All Members of the Community

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