



Police Department



Press Release

FOR IMMEDIATE RELEASE:

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TRI-CITY ANIMAL SHELTER ADOPTS INNOVATIVE TECHNOLOGY FROM PETCO LOVE TO HELP REUNITE LOST PETS WITH THEIR FAMILIES

*When the Unthinkable Happens, New “Petco Love Lost” Database
Uses Breakthrough Facial Recognition Technology to Find Missing Cats and Dogs
In Fremont, Newark and Union City*

FREMONT, CALIFORNIA (November 17, 2021) – Tri-City Animal Shelter is proudly joining forces with [Petco Love](#) – 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. According to industry statistics, sadly, one in every three pets will go missing in their lifetime.

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 wind event,” said Kelly Miott, Shelter Manager. “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 in the Tri-City area.”

“We know that one in three pets goes missing in their lifetime, an estimated 10 million pets each year, and we’re not ok with that,” said President of Petco Love, 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 Tri-City Animal Shelter, our goal is to keep pets where they belong - at home, with you.”

To learn more about Tri-City Animal Shelter, visit www.tricityanimalshelter.org/ and follow @TriCityAnimals on [Facebook](#), [Instagram](#) and [Twitter](#). 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](#), [Instagram](#) and [Twitter](#) via hashtags #PetcoLoveLost and #LoveandFound.

About Tri-City Animal Shelter

The Fremont Police Department's Animal Services Unit manages the Tri-City Animal Shelter which shelters animals found in Fremont, Union City and Newark. Union City and Newark have their own Animal Services Officers who respond to animal related concerns within their city. Tri-City Animal Shelter staff reunite lost pets with their owners, provide care for injured animals and license pets residing in Fremont. Animal Services Officers respond to animal-related calls for service from citizens of the City of Fremont.

About Petco Love (Formerly Petco Foundation)

Petco Love is a nonprofit changing lives by making 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 \$300 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. Today, 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. Is love calling you? Join us. Visit petcolove.org or follow at [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#) to be part of the lifesaving work we're leading every day.

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