

A brindle dog is lying on a bed of autumn leaves. The dog is looking down at a red and blue ball in its mouth. The background is a soft-focus bokeh of green and yellow light.

BC Pet REGISTRY

# PROMOTION TOOLKIT

National Animal Safety  
& Protection Month

[info@bcpetregistry.ca](mailto:info@bcpetregistry.ca) | [bcpetregistry.ca](http://bcpetregistry.ca)



## Promotion Toolkit

### NATIONAL ANIMAL SAFETY & PROTECTION MONTH October 2019

October is National Animal Safety & Protection Month! Despite our best efforts, accidents do happen. This October, prepare your clients for the unexpected. National Animal Safety & Protection Month is a great opportunity to increase awareness of permanent ID methods, to promote microchipping at your clinic or shelter, and to share how you are helping get lost pets home as a BC Pet Registry Community Partner. Help us keep families together.

#### DID YOU KNOW?

Over 10 million pets are lost in North America each year.






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## Facebook Sample Posts

-  It's National Animal Safety & Protection Month! This October, prepare your pet for the unexpected. One step you can take to protect your pet in case there is an emergency is to provide them with a microchip. Even if your pet ends up getting separated from you, registered microchips provide them with a reliable way to get back home. Book a microchipping appointment with us and give your pet the protection of registered pet ID! #BCPetRegistry #AnimalSafety
-  A door opening unexpectedly, an unlatched gate – it only takes a second or two for a pet to go missing, but with proper ID, pets have a much greater chance of being reunited with their owners! October is National Animal Safety & Protection Month which is a great excuse to ask your vet about getting one for your pet! Is your pet microchipped? Let us know in the comments below! #BCPetRegistry #AnimalSafety
-  Two time's the charm! By providing at least two forms of ID, you give your pet a great chance of getting back home! Prepare for the unexpected by providing your pet a collar and tag with your contact info as well as a form of permanent ID, such as a microchip. Pets can slip their collars at any time, but they can't slip permanent ID. Visit [www.bcpetregistry.ca](http://www.bcpetregistry.ca) to learn more. #AnimalSafety



### TIP:

Don't forget to attach a photo to your posts!  
Photos can be found on the BC Pet Registry website  
at: [bcpetregistry.ca/resources](http://bcpetregistry.ca/resources)

# BC Pet REGISTRY

## Social Media Images

Visit the BC Pet Registry website to download any of the content seen below.

