

Dear Veterinary Clinics,

This year marks a special milestone for the BC Pet Registry — our 10-year anniversary! We're proud to have helped register and reunite thousands of pets across British Columbia, and we couldn't have done it without you and the support of the veterinary community.

To celebrate, we're inviting your clinic to join a meaningful campaign focused on what matters most: reuniting more pets with their families.

10 for 10 Campaign: June 1 to September 30, 2025

We're challenging each clinic to identify and register **at least 10 unregistered pets** during this campaign window — because even the best microchip is ineffective without proper registration.

With over 600 veterinary clinics across B.C., this simple action can transform animal welfare statistics. With approximately 1 in 5 microchipped animals currently not linked to any registry, your participation directly addresses a critical gap in pet safety. By joining this initiative, you'll help ensure more lost pets can be quickly and safely reunited with their families.

How to Participate

To confirm your participation and learn how it works, please email us at info@bcpetregistry.ca with the subject line: **"10 for 10 Campaign."**

Note: *Even if your clinic is already registering animals with the BC Pet Registry, you must sign up separately for this challenge. Please also note that **microchips starting with 933** will not be counted toward this campaign.*

Thank you for the difference you make every day. Let's celebrate 10 years of shared purpose — and ensure every microchip has a voice.

Sincerely,

Priscilla Cheung and the BC Pet Registry Team