

**FOR IMMEDIATE RELEASE**

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## **PIERCE COUNTY LOST PETS WILL NOW BE REUNITED WITH THEIR FAMILIES USING FACIAL RECOGNITION TECHNOLOGY**

**TACOMA, WA** – As of April 23<sup>rd</sup>, the Humane Society for Tacoma & Pierce County is now using facial recognition technology from [Petco Love](#) to make reuniting lost pets quicker and easier.

[Petco Love Lost](#) is a new, searchable national database that uses patented facial recognition technology. Pet owners upload photos of their missing dog or cat, and those photos are immediately scanned to determine whether the lost pet is at a participating shelter or with a neighbor in the community.

According to industry statistics, sadly, one in every three pets will go missing in their lifetime.

“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 storm,” said Chief Operating Officer of the Humane Society for Tacoma and Pierce County, Leah Turner. “We work tirelessly to care for pets, whether they’re awaiting their forever home or lost and need help getting back to their families.”

It can take months or even years for families to find their lost pets, just like Penny - a 3-year-old pit bull terrier who was lost for four months. Her parents, who live in Seattle, searched tirelessly for her by putting up flyers and posting on numerous social media pages. Then finally, a good Samaritan notified them that Penny was at the Humane Society for Tacoma & Pierce County.



“We looked for months, put posters up every couple of weeks, checked every website and pet sale ads,” said Michele Warner, Penny’s owner. “Then one day we saw our sweet Penny at the Humane Society for Tacoma & Pierce County. She was in rough shape. Someone had taken her and then abandoned her in Tacoma. We missed her so incredibly much. We cannot express how relieved we are to have her home!”

The Humane Society for Tacoma & Pierce County is hopeful that this new technology from Petco Love will be a game-changer.

“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, right here in Pierce County,” said Turner.

#### **About the Humane Society for Tacoma & Pierce County**

One of the oldest animal welfare organizations in the nation, the Humane Society for Tacoma & Pierce County, cares for nearly 10,000 animals every year and maintains multiple humane programs. Dedicated to “Making Happy Happen,” the Humane Society for Tacoma & Pierce County works tirelessly to protect animals, support pet owners, and enhance relationships between animals and people. Learn more at [www.thehumanesociety.org](http://www.thehumanesociety.org).

#### **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 nearly \$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](http://petcolove.org) or follow at [Facebook](https://www.facebook.com/petcolove), [Instagram](https://www.instagram.com/petcolove), [Twitter](https://twitter.com/petcolove), and [LinkedIn](https://www.linkedin.com/company/petcolove) to be part of the lifesaving work we’re leading every day.

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#### **Media Contact:**

Lindsey Heaney

Humane Society for Tacoma & Pierce County

(253) 284-5878

[lindseyh@thehumanesociety.org](mailto:lindseyh@thehumanesociety.org)

Jennifer Perez

Petco Love

[Foundationmedia@petcofoundation.org](mailto:Foundationmedia@petcofoundation.org)