



## MEDIA RELEASE

---

**For Immediate Release**

**Date:** June 29, 2016

**Contact:** Jess Arias  
[jarias@ci.burlington.nc.us](mailto:jarias@ci.burlington.nc.us)  
(o) 336.578.0343

---

### **Burlington Animal Services Partners with Finding Rover**

**Burlington, NC** – Burlington Animal Services is excited to announce a new partnership with the social media based mobile application, Finding Rover. Finding Rover is a free service that uses cutting-edge facial recognition technology to help reunite lost dogs with their owners and enables people to see found animals in the care of Burlington Animal Services. Potential adopters can also use the Finding Rover app to view adoptable dogs.

As part of this effort, every dog that leaves Burlington Animal Services will already be pre-registered in the Finding Rover database so that they can be automatically transferred to an owner's Finding Rover account. If that dog ever gets lost, using the Finding Rover facial recognition search, bringing that dog back to their owner will be a snap.

“Reuniting owners with their lost pet is one of our top priorities,” says Burlington Animal Services Director Jess Arias. “Along with identification tags and microchips, the Finding Rover app is a wonderful new asset to help us identify lost pets and get them back home with their families.”

The Finding Rover app is free and works on both Android and iOS or through the web at [www.FindingRover.com](http://www.FindingRover.com). Pet owners in the community are highly encouraged to register with Finding Rover before their pets ever go missing. With the entire community on board, Finding Rover can help stray pets find their way home.

###

Attachments: 1) Facial Recognition Photo  
2) App Feed Photo

**Our Mission:**

“The City of Burlington is dedicated to providing high quality municipal services within our diverse community in a friendly, professional and efficient manner in order to promote the safety, health, and quality of life of residents and employees.”

Burlington Municipal Building • 425 South Lexington Avenue, Burlington, NC 27215  
[www.BurlingtonNC.gov](http://www.BurlingtonNC.gov) • [www.Facebook.com/BurlingtonNC](https://www.facebook.com/BurlingtonNC) • Twitter [@BurlingtonNC](https://twitter.com/BurlingtonNC)  
[www.FlickR.com/BurlingtonNC](https://www.flickr.com/photos/BurlingtonNC/) • Instagram [@BurlingtonNC](https://www.instagram.com/BurlingtonNC)