



FOR IMMEDIATE RELEASE

BURLINGTON ANIMAL SERVICES 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 Alamance County*

Burlington, NC (July 1, 2021) – Burlington Animal Services 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. Sadly, according to industry statistics, 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 storm,” said, Jessica Arias, Director of Animal Services. “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, right here in Alamance County.”

“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 Petco Love president 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 Burlington Animal Services, our goal is to keep pets where they belong - at home, with you.”

To learn more about Burlington Animal Services, visit burlingtonnc.gov/pets and follow them on [Facebook](#) and [Instagram](#). 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](#).

About Burlington Animal Services

Burlington Animal Services is operated by the City of Burlington and serves all residents of Alamance County. BAS is committed to ensuring the health, safety and welfare of people and pets in our community through our commitment to public service, enforcement of state and local laws, providing humane care, promoting responsible pet ownership, and addressing pet overpopulation in Alamance County. We seek to work together with citizens, volunteers, and the greater community towards accomplishing our goals. To learn more, visit www.burlingtonNC.gov/pets.

About Petco Love

Petco Love is a life-changing nonprofit organization that makes 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 \$330 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.

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. Join us. Visit petcolove.org or follow on [Facebook](#), [Instagram](#), [Twitter](#), and [LinkedIn](#) to be part of the lifesaving work we lead every day.

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