



# WINNEBAGO COUNTY

— ILLINOIS —

## New Pet License Tag Style in Winnebago County

**January 10, 2019, Rockford, IL** – Winnebago County, home of more than 60,000 licensed dogs and cats, and PetHub.com, the world’s fastest way to get lost pets home, have teamed up to offer four-legged family members a new 21st century ID tag that aims to increase the chances of a lost pet’s return.

“Each year our department licenses more than 60,000 cats and dogs in Winnebago County. Unfortunately so many of those pets will find themselves lost away from home this year”, said Brett Frazier, Administrator of Winnebago County Animal Services. “ID tags on a collar are one of the best ways to ensure your pet makes it safely home again and we’re excited about the technology PetHub.com tags add to the equation.”

PetHub’s system links a physical ID tag to an animal’s online profile that can be accessed by anyone with a mobile device, whether a smartphone or standard cellular phone. That profile can be updated free-of-charge at PetHub.com to allow the owner to list emergency contact information, including that of anyone who helps care for the animal, such as spouses, pet sitters, veterinarians, and other family and friends. Optional upgrades include “found pet” alerts, notifications when a tag is scanned, and a way to broadcast a missing pet’s profile to local shelters and businesses (think “Amber alert,” but for pets).

“Over \$2 billion is spent annually by shelters in the U.S. to provide food, critical care, and a safe bed to lost animals,” said Tom Arnold, Founder of PetHub.com. “Our goal is to get a lost dog or cat home before it can become injured through fights with other animals, taken in by strangers thinking the dog is homeless, or enter a shelter.”

“When pet parents choose to upgrade to PetHub’s optional premium service, PetHub will donate a portion of that revenue back to Winnebago County Animal Services, which will help us in offering critical services to the animals in our community,” said Frazier.

The new tag style was launched with the new year and all tags issued in 2019 will be PetHub tags. They feature the Winnebago County logo and the license year and type on the front with the QR code and a web url unique to that particular licensed pet. It is important to note that only animals living within Winnebago County are eligible for this opportunity. “Starting January 1, anyone registering a new pet license through Animal Services or at any Winnebago County veterinary clinic will receive the new digital ID tag that is ‘powered by PetHub,’” said Frazier. “Remember, the law requires that all cats



and dogs living in Winnebago County must be vaccinated against rabies and must have a County license tag. These licensing fees are the dollars that make it possible to operate our department and to serve thousands of pets and animals each year. We're excited to offer a new tag style that will add another tool to our goal of making sure lost pets find their way back home."

For more information about registering your pet, please visit: [www.wcasrock.org](http://www.wcasrock.org)

### About PetHub™

PetHub, Inc., is focused on getting lost pets home faster and safer than any other solution available by utilizing current and new technologies, including QR coded pet ID tags, NFC wireless technology, GPS mapping, and real-time notifications. 96% of PetHub recovered "pack members" are home again in under 24-hours. The company has multiple software and hardware patents pending on its ID tags and Internet services. Success stories can be found at <http://PetHubFound.me>. PetHub is available in English, German, French, Dutch and Italian languages.

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Images of Winnebago County tags:

