



**FOR IMMEDIATE RELEASE**

**PLACER SPCA 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 Placer County*

**ROSEVILLE, CA (May 7, 2021)** – Placer SPCA 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. According to industry statistics, sadly, 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, Leilani Fratis, CEO of Placer SPCA. “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 Placer 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 President of Petco Love, 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 Placer SPCA, our goal is to keep pets where they belong - at home, with you.”

To learn more about Placer SPCA, visit [placerspca.org](#) and follow Placer SPCA on social media. 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](#) via hashtags #PetcoLoveLost and #LoveandFound.

### **About Placer SPCA**

Founded in 1973, the Placer SPCA is a 501(c)(3) non-profit organization dedicated to facilitating the humane treatment of animals in Placer County as well as a safer, healthier community overall. Today, we are the largest and most comprehensive nonprofit animal welfare provider in Placer County. Since it opened in 2018, our Adoption & Education Center houses up to 4,000 animals annually. The Placer SPCA continues to grow and provide many innovative programs to enhance animal well-being and improve adoptability, such as: kennel enrichment and socialization strategies, behavior modification counseling and training, foster care, and mobile adoption. We also work closely with the community to provide adoption counseling, spay/neuter assistance and education, pet lost and found, humane education, collaborative rescue efforts, and volunteer opportunities.

### **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 \$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](#), [Instagram](#), [Twitter](#) and [LinkedIn](#) to be part of the lifesaving work we're leading every day.

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