



## THE HUMANE SOCIETY OF NORTH TEXAS ADOPTS INNOVATIVE TECHNOLOGY FROM PETCO LOVE TO HELP REUNITE LOST PETS WITH THEIR FAMILIES ON NATIONAL LOST DOG AND CAT AWARENESS DAY

*When the Unthinkable Happens, New “Petco Love Lost” Database Uses Breakthrough Facial Recognition Technology to Find Missing Cats and Dogs In North Texas*

**Fort Worth, Texas (April 26, 2021)** – On April 23<sup>rd</sup>, National Lost Dog and Cat Awareness Day, the Humane Society of North Texas (HSNT) proudly joined 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. Beginning April 23, 2021, 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, Cassie Davidson, HSNT Director of Communications. “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 North Texas.”

“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 the Humane Society of North Texas, our goal is to keep pets where they belong - at home, with you.”

To learn more about HSNT, visit [hsnt.org](https://hsnt.org) and [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#) and [TikTok](#). If you’ve lost or found a pet, Petco Love Lost is here to help get them home. Visit [www.petcolovelost.org](https://www.petcolovelost.org) or join the conversation @PetcoLoveLost on Facebook, Instagram and Twitter via hashtags #PetcoLoveLost and #LoveandFound.

## **About the Humane Society of North Texas**

Since 1905, the Humane Society of North Texas (HSNT) has worked to eliminate animal cruelty, promote humane values and end animal homelessness in North Texas. As an independent nonprofit organization, HSNT relies on the generosity of the public to help ensure there is a safe place for abused, injured, and homeless animals in the community. To make a lifesaving donation, please visit [hsnt.org/donate](https://hsnt.org/donate) or [Facebook](#). To learn more about HSNT, visit [hsnt.org](https://hsnt.org), [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#) and [TikTok](#).

## **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](https://petcolove.org) to be part of the lifesaving work we're leading every day.

### **Contact:**

Cassie Davidson  
Humane Society of North Texas,  
Director of Communications  
1840 E. Lancaster Ave  
Fort Worth, Texas 76103  
[cdavidson@hsnt.org](mailto:cdavidson@hsnt.org)  
817-909-0667

Jennifer Perez  
Petco Love  
[foundationmedia@petcofoundation.org](mailto:foundationmedia@petcofoundation.org)

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