



Hawaiian Humane Society
People for animals. Animals for people.

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FOR IMMEDIATE RELEASE

HAWAIIAN HUMANE 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 On O’ahu

Honolulu, HI (April 23, 2021) – On April 23rd, National Lost Dog and Cat Awareness Day, Hawaiian Humane 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. Beginning today, 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.

“Pets can get lost and go missing so easily, whether they were curious, following a scent, wandered through an open gate or became scared because of fireworks,” said, Daniel Roselle, Director of Community Relations. “We’re here to care for pets in need, whether they’re awaiting their new home or lost and need help getting back to their ‘ohana. 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 on O’ahu.”

“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 Hawaiian Humane, our goal is to keep pets where they belong – at home, with you.”

To learn more about Hawaiian Humane, visit www.hawaiianhumane.org and follow on [Instagram](#). If you've lost or found a pet, Petco Love Lost is here to help get them home. Visit www.petcolovelost.org or join the conversation @PetcoLoveLost on [Facebook](#), [Instagram](#) and [Twitter](#) via hashtags #PetcoLoveLost and #LoveandFound.

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About the Hawaiian Humane Society

The Hawaiian Humane Society is an education and advocacy organization that shelters, protects, rescues, reunites and rehomes animals. It is O'ahu's largest animal welfare organization that is a resource for all animals. Established in 1883, the nonprofit organization is not a chapter of any group as there is no national humane society. Visit HawaiianHumane.org to learn more.

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 or follow at [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#) to be part of the lifesaving work we're leading every day.

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