

"Check the Chip Day." By chip, of course, we mean a microchip! These tiny pieces of technology are fast becoming a popular method for permanent identification of pets.

Microchips are just one of several ways you can identify your dog, each with some pros and cons. For example, collars are inexpensive and available everywhere but they can be pulled or torn off. Every pet should have an ID tag of some type, but if it becomes damaged or falls off your dog has no identity. Read more about these [identification methods](#) and see which is best for your dog.

Now back to today's focus: the tiny but powerful microchip. If a pet is lost and taken to a vet clinic, humane society, or shelter, the first thing they usually do is look for a microchip. This is generally considered the best guarantee that a lost pet will be reunited with their owner.

Microchips are small, compact, and easily inserted under the skin. They are increasingly affordable and take only seconds to insert via a needle similar to those used for vaccinations. Read more about [microchipping for your dog's safety](#). Go to:

Since today is Check Your Chip Day, why not make sure your dog is protected? If your dog has a chip, make sure it is functioning properly. After all, an ID is only good as long as it works! Give your local vet or shelter a call and ask if they would be willing to check your dog's chip. Many businesses will perform this task for free, and it's a great way to keep your dog safe.

Even more importantly, make sure the chip is registered to you. Call the chip company to verify this information or check the microchip's registration online. Ensure that all contact information is up-to-date. You'd be surprised how often we find a dog with a chip and call the company and get the owner's number, only to find that the number is no longer in service.