



## MEDIA RELEASE

# Dog Licensing is Made Easy as Town Launches Partnership with DocuPet

For Immediate Release

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Licensing dogs is now easier and more modernized for residents as the Town of Niagara-on-the-Lake launches its partnership with [DocuPet](#), a world-leading pet profile, lost pet and licensing platform. Through pet licensing and their complimentary HomeSafe™ 24/7 lost pet service, DocuPet offers residents an effective pet identification and reunification program that keeps pets out of shelters and returns them home safely.

Though pet licensing is mandatory for dogs in Niagara-on-the-Lake, many local pet owners do not license their pets regularly. With the announcement of this new partnership, DocuPet and the Town hope to attract community pet owners to the program.

When licensing your dog, a Niagara-on-the-Lake branded dog tag will be mailed to your home address. For an additional cost, residents can browse hundreds of colourful and unique designer tag styles online or design their own tags with an easy-to-use customization tool.

Every DocuPet tag is equipped with the free HomeSafe™ 24/7 lost pet service and may double as a pet's official licence. DocuPet tags are assigned a unique code on the back, which links directly to a pet's secure online profile, making it easy for anyone who finds a lost pet to reference the code and create a Found Pet Report in seconds. Pet owners can also create Lost Pet Reports as soon as they realize their pet has gone missing. In addition, DocuPet's dedicated dispatch staff is available 24/7 to reunite lost pets with their families around the clock.

"We are excited about our partnership with DocuPet as their online licensing solution will be extremely valuable to pet owners and a necessity for animal safety within the community," stated Lord Mayor Gary Zalepa. "We are excited for residents to utilize this program to help protect their pets and all pets in the community."

"With a mission to provide a safe and happy home for every dog, DocuPet's innovative platform will supply significant resources to Niagara-on-the-Lake," stated CAO Marnie



Cluckie. “This is a fantastic modernization effort that offers a simplified online experience to dog owners. Thank you to Staff for seeing this initiative through to completion!”

“We are very proud to kick off this effective program with Niagara-on-the-Lake to increase pet identification and reunification services for all residents,” said Grant Goodwin, DocuPet’s CEO. “Lost pets wearing DocuPet tags spend little to no time in the shelter versus unlicensed pets. Running an effective pet identification program is incredibly important for the welfare of pets in the community, so we thank Niagara-on-the-Lake for coming on board to be an impactful part of the solution.”

All dogs in Niagara-on-the-Lake are required to be licensed annually as per [By-law 4512-11](#). Previously, all licences expired annually on December 31st but through the new licensing partnership with DocuPet, all licences will be valid for a full 365 days after the date of purchase. Pet owners can learn more and register pet licences online at [notl.docupet.com](https://www.notl.com/town-services/animal-care-control/dog-licences). Licensing by mail or in person is also available. All dog tags will be mailed to the owner’s home address.

For more information and to register for a dog license, please visit <https://www.notl.com/town-services/animal-care-control/dog-licences>

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#### **About DocuPet**

*DocuPet provides the most advanced pet licensing program in North America, driving ordinance compliance while reducing municipal costs and providing new value to pet owners. DocuPet launched its first municipal pet licensing program in 2014. Since that time, the company has partnered with more than 180 communities. For more information, please visit [DocuPet.com](https://www.docupet.com).*