

For Immediate Release

October 23, 2019

Plano Using New Facial Recognition Technology to Help Lost Pets Find Home

The City of Plano today joined the ranks of shelters using facial recognition technology to identify lost dogs and cats. Our shelter now offers the community an additional tool to help lost and adoptable dogs and cats find their forever home.

Now every dog and cat that enters the Plano Animal Shelter becomes registered on Finding Rover. Users of Finding Rover can search the shelter and surrounding areas right from their smartphone or computer in efforts to find their missing pet, a neighbor's missing pet, the family of a found pet, or search for adoptable pets.

Every dog and cat that leaves the Plano shelter, through a reunion or an adoption, can remain protected on Finding Rover when the pet parent registers on Finding Rover with the same email address that the shelter has on file. If that dog or cat ever gets lost, their record will already be in the system, and identifying that pet will be a snap.

Pet registration is FREE and as simple as 1, 2, 3. Just go to www.FindingRover.com and:

1. Upload your pet's photo
2. Enter a few details about your pet
3. Enter your name, email address and zip code

Once pets are registered, they're protected for life.

"Dogs and cats are beloved family members, and if he or she goes missing, it can be devastating to everyone involved. We want to do everything we can to safeguard our pets from being lost forever. Registering on Finding Rover is another step all pet parents should take to further protect their furry family members," said John Polimeno, CEO and Founder of Finding Rover.

You can view Plano's found and adoptable pets with just a click on our Finding Rover's Facebook Widget (facebook.com/planoanimalshelter) and on our Website Widget (planoanimalshelter.org).

###

Editor's Note: Finding Rover is online at www.FindingRover.com

Media Contacts

Steve Stoler
Director
Media Relations
Ph. (972) 941-7321
Mo. (972) 345-1393
Stevest@plano.gov

About Plano

Plano, Texas, is the largest city in Collin County with a population of 284,070 as of January 2019. Incorporated in 1873, the city is located 20 miles north of Dallas. Niche and AreaVibes recently named Plano as one of the Best Cities to Live in America. Forbes designated Plano one of America's safest cities. The City offers a high quality of life that includes nationally recognized schools, award-winning parks, and sustainability initiatives and a wide variety of multi-cultural neighborhoods appealing to families, young singles and retirees. Plano is home to the headquarters or regional operations of major corporations such as Toyota, Liberty Mutual, JPMorgan Chase, Boeing Global Services, Fannie Mae, FedEx Office, JC Penney, Rent-A-Center, Cinemark Holdings, Denbury Resources and Alliance Data Systems. Our dynamic community features excellent restaurants, vibrant shopping and entertainment venues, a lively historic downtown district and active local arts scene. Easy access to DART light rail and major highways makes Plano a convenient place to live, work and visit. To learn more about Plano, go to our website at plano.gov.