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April 23 is National Lost Dog Awareness Day

On April 23, the U.S. will celebrate National Lost Dog Awareness Day (NLDAD). This canine-focused awareness day was created by Lost Dogs of America to bring attention to the many dogs who go missing from their homes every day. We are proud that some local rescues and shelters use NLDAD as an opportunity to schedule events focused on lost dogs, such as low cost microchipping. Shelters and rescues can download graphics to use at <https://lostdogsofamerica.org/awareness-day/>

With the new animal welfare focus of keeping pets in their home, National Lost Dog Awareness Day continues to raise awareness on lost pets and educates the public that most lost dogs don't need a home, they just need to go home! An estimated 40 to 60% of "stray" animals in shelters are actually lost pets who need help to get back home.

The tenacious efforts of the combined Lost Dogs of America states' volunteers, along with Approximately 700,000 fans have helped reunite over 150,000 dogs with their families since 2011.

All services provided by Lost Dogs of America state organizations are free.

NLDAD was created by Susan Taney, Kathy Pobloskie and Marilyn Knapp Litt – directors of [Lost Dogs Illinois](#), [Lost Dogs of Wisconsin](#) and [Lost Dogs of Texas](#) respectively. When a dog goes missing, many families give up looking for their lost pet. National Lost Dog Awareness Day was created to give hope to the families still looking for their dogs and remind the public that not all stray dogs are homeless" explains Taney.

We have been collaborating with shelters, police departments, veterinarians and Good Samaritans to trace microchips and tags that have outdated owner information or unregistered microchips. This is a free service offered by the volunteer group associated with Lost Dogs of America. In 2021, the Microchip Help group nationwide received over 1000 requests for assistance. Illinois alone received 391 cases and reached 73 percent of the families. We consider this a highly effective way to get lost animals home and increase shelter Return to Home rates. You can find more information at MicrochipHelp.com .

BACKGROUND: The [Lost Dogs of America website](#) and Facebook page was created and is maintained by the two original founding members of the Lost Dogs network: [Lost Dogs of Wisconsin](#) and [Lost Dogs Illinois](#). The site shares articles, ideas and resources developed over years of dedicated expertise.

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