

NEWS



From left, Ren's Pets Depot President Colin Job, Town of Milton Municipal Law Enforcement Officers Thomas Wray and Andrew Eldridge and Ren's Pets Depot VP/CFO Joe Lynn launch the dog licensing incentive program.
Photo courtesy of Town of Milton

Town partners with Ren's in dog licensing incentive program

Registering your dog just became more appealing.

That's due to a newly-formed three-year partnership between the Town of Milton and Ren's Pets Depot.

According to Municipal Law Enforcement and Licensing Co-ordinator Blaine Lucas, only about 800 of Milton's estimated 12,000 dogs are currently registered — which is mandatory under a local bylaw.

As an incentive to owners registering their dogs online (www.milton.ca/dogs), Ren's — with locations in neighbouring Oakville and Burlington — will offer a \$25 voucher that can be used on any purchase. An additional \$10 voucher will be available for those spending \$50 or more.

This essentially matches the \$36 licensing fee for a spayed or neutered dog.

With proper tags on a licensed dog, there's a much greater chance that if lost, he or she will be able to be returned to the owner by an investigating animal control officer.

"Ren's Pet Depot is 100 per cent Canadian and family owned, with its roots strongly entrenched in Halton. So we are delighted to be given the opportunity to give back to the dog owners of Milton, many of whom are loyal Ren's customers," said Ren's Vice President and CFO Joe Lynn, a long-time Miltonian. "The vouchers almost cover the cost of the dog licence, and knowing that their dog is licensed should provide peace of mind for the dog owner."

As a further encouragement to get more dogs licenced, the Town has waived the \$10 late fee that would have otherwise gone into effect for those registering after January 31.



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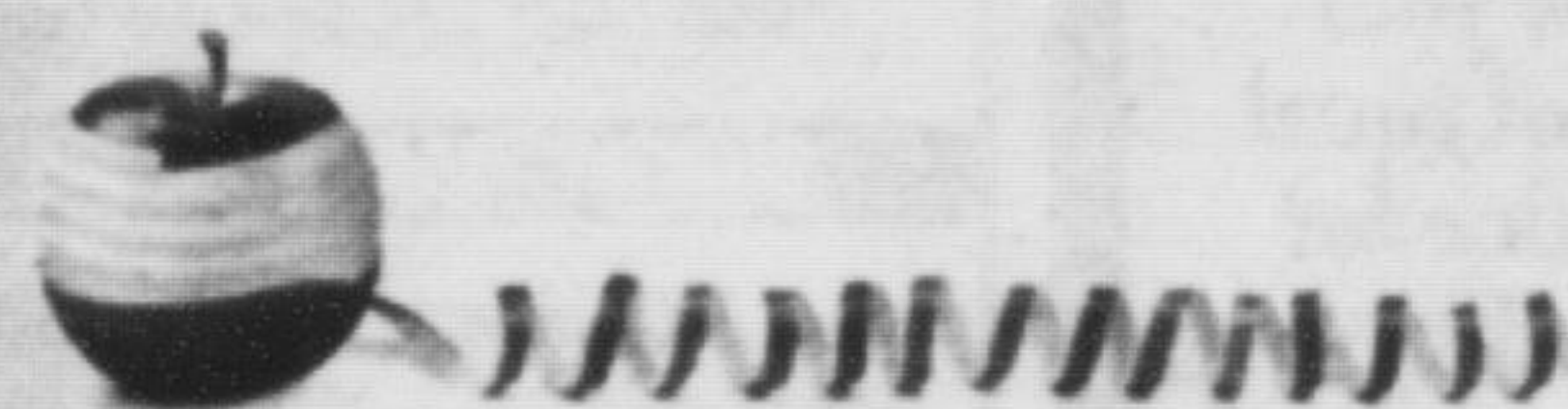


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