



Clearview Township Administration Centre  
217 Gideon Street, Stayner ON L0M 1S0  
[www.clearview.ca](http://www.clearview.ca)

FOR IMMEDIATE RELEASE

## Clearview's Partnership with DocuPet Provides Online Pet Licensing and Complimentary Lost Pet Service

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CLEARVIEW, ON October 8, 2021 – Licensing dogs in Clearview is now easier, modernized, and more valuable for pet owners. Clearview Township is delighted to partner with DocuPet, a world-leading pet profile, lost pet, and licensing platform. Pet owners will now receive a complimentary 24/7 lost pet service along with colourful and unique designer ID tags linked to a secure online profile when they license their dogs.

Every Township of Clearview dog license comes equipped with DocuPet's HomeSafe™ 24/7 lost pet service. Every license tag is assigned a unique code on the back, which is linked directly to that dog's secure online profile, making it easy for anyone who finds a lost pet to reference the unique 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. DocuPet's dedicated dispatch staff are available 24/7 and have been able to reunite thousands of lost pets with their families through this service.

DocuPet's priority is pet safety, "Our main priority is to keep lost pets out of shelters and return them to their families as quickly as possible. Our effective pet identification program is the cornerstone of DocuPet, and incredibly important for the welfare of pets. We are looking forward to helping Clearview's dogs get home safe," said Grant Goodwin, CEO of DocuPet.

The partnership with DocuPet is a welcome modernization for Clearview, "We are excited to offer our residents the added benefits and simplicity that comes with our DocuPet partnership," said Joseph Paddock, Senior By-law Enforcement Officer. "We are aligned with DocuPet's mission to provide safe and happy homes for all pets. In Clearview, all dogs are required to obtain an official license. Beyond the benefit of reuniting lost dogs with their owners, licenses also help to ensure public safety and offset the costs of providing dog services to our community."

Through the new licensing process, residents have the option to select a standard license tag at no additional charge or can upgrade to a designer tag for \$15. Each DocuPet tag, standard or designer, doubles as a dog's official license. In addition, 20%

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of every designer tag purchase is donated to the [Alliston and District Humane Society](#), helping to provide crucial funding for local animals in need.

Previously, dog licenses expired annually on December 31st, but through the new partnership with DocuPet, licenses are now valid for 365 days after purchase. This means that no matter what time of year residents purchase a dog's license, it will be valid for 365 days.

DocuPet is offering a \$5 discount for Township of Clearview residents to celebrate the new partnership. Browse hundreds of tag styles and enter the promo code WELCOMES at checkout.

To learn more, register or renew a dog license visit [www.clearview.ca/animal-licensing](http://www.clearview.ca/animal-licensing).

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For more information, please contact:

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**ADDITIONAL RESOURCES:**

**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, DocuPet has partnered with more than 86 communities. Its offices are in Kingston, Ontario, and Syracuse, New York. In the last year, DocuPet boosted license sales by an average of more than 85% in the communities it serves and helped return hundreds of lost pets to their owners.

**Links**

- Clearview Township Licensing Portal: <https://clearview.docupet.com>
- Alliston & District Humane Society: <https://allistonhumane.com>
- DocuPet: [www.docupet.com](http://www.docupet.com)
- VIDEO: DocuPet's HomeSafe Service:  
<https://www.youtube.com/watch?v=W80ZREeVIN0>