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## FOR IMMEDIATE RELEASE

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### **Ventura County Animal Services' New App for 'Finding Rover'**

[CAMARILLO, CA] – For years, the FBI and local law enforcement have utilized facial recognition software to help locate missing people throughout the world. The creative minds behind *Finding Rover* have finally cracked the canine code and are able to offer this groundbreaking technology for lost dogs. Ventura County Animal Services (VCAS) has recently partnered with *Finding Rover* in an effort to reunite more pets with parents than ever. This app isn't just another tool in our tool belt...it's a highly sophisticated, smartphone app that relies only on one's ability to take a photo!

Join us as we go LIVE on *Thursday, December 10th at 3:00pm at the Camarillo Campus!* Once we flip the switch, the algorithm will begin scanning our vast database of images and compare them to missing dogs throughout the *Finding Rover* network. This is possible, in part, due to a \$10,000 grant awarded to Ventura County Animal Services by PetCo.

You can help by registering your pet on *Finding Rover* now, via your smartphone, in the event your pet goes missing! Should someone find your pet and register him on *Finding Rover*, or your pet lands in our shelter, you'll receive a push notification right to your phone. This sophisticated app also works when you find a missing dog: just follow the instructions on the app. We hope folks around Ventura County will be able to reunite Rover with their owner.

#### **Supporting videos:**

[https://www.youtube.com/watch?v=nbRJoZk\\_lm4](https://www.youtube.com/watch?v=nbRJoZk_lm4)

[https://www.youtube.com/watch?v=-QRDkst91\\_k](https://www.youtube.com/watch?v=-QRDkst91_k)

***We have an app for that! Looking for a specific breed to adopt? Have you lost your pet? SEARCH: Ventura County Animal Services in your App Store. It's not only fun, but it saves lives!***