

**FROM: ChipMeNot UK ([www.chipmenot.org.uk](http://www.chipmenot.org.uk))**  
**Press Release 6th June 2011**  
**Attn: News Desks**

## **PRESS RELEASE**

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Date: 6<sup>th</sup> June 2011 – FOR IMMEDIATE RELEASE

### **CAMPAIGN GROUP ANNOUNCES LAUNCH OF “NO CHIPPING MONTH”**

Chip Me Not UK has declared June 2011 as the UK's first official NO CHIPPING MONTH.

The group, concerned about the introduction of compulsory dog chipping legislation around the world with Northern Ireland the most recent to introduce such an ill conceived law, is calling on UK pet owners to consider alternatives to the implantation of electromagnetic microchips in the living flesh of their dogs.

June is dubbed National Microchipping Month by the pro-chipping lobby who stand to make substantial financial profits by exploiting the desire of uninformed animal lovers to do “the right thing”.

As Barbara Haywood writes on the Dog Politics website:

“If microchips conjure images of tearful and happy reunions - then you are the willing victim of a very successful marketing campaign - one that plays on your fears.”

To mark NO CHIPPING MONTH Chip Me Not UK has published a new article 'Are Pet Owners Being Misled Regarding the Safety and Reliability of Microchip Implants?' by Jeanne, the author of the Noble Leon website [1]. French Bulldog, Leon died from chip induced cancer in 2004.

The article can be read on the Chip Me Not UK website [2].

For further information, contact Chip Me Not UK via [press@ChipMeNot.org.uk](mailto:press@ChipMeNot.org.uk)

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### **References:**

[1] [www.noble-leon.com](http://www.noble-leon.com)

[2] [www.ChipMeNot.org.uk/articles/are-pet-owners-being-misled-regarding-the-safety-and-reliability-of-microchip-implants.html](http://www.ChipMeNot.org.uk/articles/are-pet-owners-being-misled-regarding-the-safety-and-reliability-of-microchip-implants.html)