



Protect Your Pets From the Effects of Fireworks *More pets run away on July 4 than any other day of the year*

PHOENIX – Fear of noise or noise anxiety is the most common phobia among dogs. It's normal for dogs to be afraid of loud noises because they trigger their nervous system and running away from the noise is a survival instinct. That is why more pets run away on July 4 than any other day of the year.



Your pet experiences fireworks different than other loud noises such as thunder and lightning because fireworks are closer to the ground, more pronounced and are almost always accompanied by loud and sudden booms, flashing lights and a burning smell if the fireworks are too close. Pets experience the world through their senses — nose, eyes and ears, so July 4 has proven to be devastating for pets that run away and owners who lose them.

Animal control officials across the country report a 30 percent increase in lost pets each year between July 4-6 and say July 5 is one of the busiest days of the year at shelters.

There are some very simple ways to protect your pet(s) from the threats that fireworks pose and they apply to dogs, cats and other household pets, such as rabbits and ferrets:

- Make sure your pet is wearing proper identification, a microchip and collar are recommended
- If you are going out, place your dog or cat somewhere where he/she won't be alone and/or exposed to fireworks, perhaps with a pet sitter, at a boarding facility or in doggy day care
- Like cats, stressed out dogs can easily jump fences so your backyard is not a viable option
- Stay home with your pet and use a travel kennel or crate where he/she feels safe and accompany your pet outside to go potty until the fireworks are finished
- Block the doggy door **before** fireworks begin so pets cannot get outside

"We recommend staying home with your pets. The most soothing thing for scared pets is having their owner(s) near-by, and if your pet runs away immediately visit area animal shelters **in person** to look for your pet, don't just call. Use pet-finding Web sites too," says Loni Tyler, store manager at the Paradise Valley Mall Puppies 'N Love store.

- Use Web sites such as petameralert.com and savethepetsaz.com
- Post your lost pets on social media sites such as Facebook's [Lost Dogs of Arizona](#) and [Straydar](#)
- Check [Craigslist](#) under lost and found and under [pets](#)

Note to media: Media is invited to shoot puppy B-Roll at any of our four [Valley locations](#). We can also provide on camera interviews. Please contact Marketing Director Linda Nofer at (480) 510-2353.