



Operation Kindness to join City of Brownsville for record-breaking pet vaccination campaign

The city is attempting to set a GUINNESS WORLD RECORDS title for the most pet vaccination pledges in 24 hours

CARROLLTON, TX (November 22, 2022) — Operation Kindness is joining the City of Brownsville as they attempt to set a GUINNESS WORLD RECORDS title for the "Most Pledges Received for a Pet Vaccination Campaign in 24 hours." Pet owners from across the Rio Grande Valley are encouraged to participate by signing a pledge acknowledging the importance of pet vaccination and microchipping their pets during the 24-hour campaign to achieve this world record.

"We are excited to be collaborating with partners that are equally committed to improving the health and quality of life for pets in Brownsville and surrounding communities," said Operation Kindness' Chief Community Initiatives Officer Meredith Jones. "By attempting to set a GUINNESS WORLD RECORD, we aim to highlight the important role that vaccinations and microchips play in keeping pets happy and healthy in their homes. We look forward to continuing to partner with these organizations and more in order to increase the number of animal lives saved across the state of Texas."

Pledging begins Friday, December 9, 2022, at 7 p.m. and will run through Saturday, December 10, at 7 p.m. For those wishing to take action and get their pet vaccinated and/or chipped, they can do so during the December 10th in-person event between the hours of 7 a.m. and 7 p.m. at the Brownsville Sports Park, located at 1000 Sports Park Blvd, Brownsville, Texas 78526. Registration to stay updated on ways to participate in this GUINNESS WORLD RECORDS attempt may be done at BTXGuinnessRecord.eventbrite.com, free of charge.

"We are striving to increase overall pet health and wellness in Brownsville and the surrounding cities by keeping pets happy, healthy, and with their families," said Dr. Logan McAllister, Doctor of Veterinary Medicine, for the Brownsville Animal Regulation and Care Center. "These vaccinations (help) protect your pet from highly contagious and (potentially) deadly diseases, which help improve your pet's overall quality of life. Prevention is better than a cure and costs less than treatments. We want to help keep your pet happy and healthy!"

The City of Brownsville is teaming up with the Brownsville Animal Regulation and Care Center to host this potentially nationally recognized milestone in an effort to raise awareness of the importance of vaccination and microchipping of household pets. In addition, the city has partnered with agencies that include: Best Friends Animal Society, 24Pet®, Petco Love and Operation Kindness in this campaign to encourage Valley residents to act now and get medical care for their pets along with helpful educational information.

The pet health clinic will occur during the 12-hour window on December 10th. Services are FREE and open to the general public. Those who attend the free clinic will have the

opportunity to sign the GUINNESS WORLD RECORDS pledge in person and get their pets vaccinated and microchipped on-site.

"We hope that by setting this GUINNESS WORLD RECORDS we help spread pet health awareness on a larger scale," said Dr. Arturo Rodriguez, Public Health Director with the City of Brownsville. "Keeping pets vaccinated and microchipped doesn't just protect them, but the community around them as well."

According to pet care providers, diseases such as Parvovirus, Distemper, and Rabies in cats and/or dogs are highly contagious diseases and even fatal. These can all be prevented through proper vaccination.

Statistics also show that one in three family pets will get lost during their lifetime, but with modern technology, such as pet microchipping, the likelihood of pets being returned to their owners is increased due to digital tagging.

The FREE vaccinations being administered are: DAPPv Canine, HCP Feline, and Rabies vaccine. The clinic is open on a first-come, first-served basis. The vaccination clinic has the capacity to provide up to 2,500 vaccines and approximately 5,000 microchips. All cats and dogs are welcome and must be on a leash managed by their owner or in a kennel. No previous medical record is required to have your pet participate.

"This event is a great opportunity to bring positive attention to Brownsville. It is always special to be able to host events for the health and wellness of our pets. We know these efforts will highlight what makes Brownsville such a great place to live," said Mayor Trey Mendez.

For more information on this event, please contact Dr. Arturo Rodriguez, Public Health Director, at the following number 956-544-7351.

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About Operation Kindness

Operation Kindness, a 501(c)(3) non-profit animal welfare organization, operates a lifesaving animal shelter and programs to assist people and pets. Founded in 1976, Operation Kindness is a pioneer in Texas for assisting animals in need of veterinary care companionship, and most of all, a home.

In addition to pet adoptions and lifesaving medical care, Operation Kindness' programs provide foster care for vulnerable animals, behavior and training support for pet parents, affordable veterinary services for community pets, a pet food pantry and volunteer opportunities. To learn more about Operation Kindness, please visit their website at www.operationkindness.org.

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