



Super Pet Expo™ I.COM

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**GARDEN STATE ANIMAL RESCUE CENTER MICROCHIPS & REGISTERS DOGS IN A
UNIVERSAL DATABASE FOR A LIFETIME JANUARY 9-11 AT THE NEW JERSEY
CONVENTION CENTER, EDISON**

**The rescue center joins 20 charities. Visitors can buy dog treats to support cancer research and
might find their forever dog or cat**

Edison, N.J., December 4, 2025--Proper registration is key to microchipping a dog so that its ID number will show up on the universal database whether they are lost in Boston or Bangkok. The weekend of January 9-11, [Garden State Animal Rescue Center](#) will offer microchipping for dogs at [Super Pet Expo](#) at the New Jersey Convention Center, Edison. It's a quick and easy procedure performed by trained experts that provides permanent pet tracking info that can't be lost, worn out or damaged.

Microchipping reduces stress for pet owners and pets, said Brian Becker, executive director, Garden State Animal Rescue Center. Staff will also register the pets for their lifetimes. Many other organizations and vet offices expect the owner to do the registering. According to the blog *24petwatch*, 40 percent of microchipped pets go unregistered, rendering the procedure useless. The microchip implanted by the Rescue Center doesn't need to be renewed.

And the Center's phone number is a backup in case the owner doesn't answer the two phone numbers provided on the form. "The idea is to find the owners quickly, to prevent the dog from entering a facility which is stressful and confusing and can expose the pet to disease."

A few of the Center's technicians at the Rescue Center have implanted 1,000 microchips. Becker has done it 600 times himself. "Some think the chips function as a GPS. They do not. But at our booth at [Super Pet Expo](#), pet owners can purchase a GPS unit that attaches to a dog's collar at a significant discount." Becker urges visitors to preregister for the microchipping: <https://www.gardenstatearc.org/clinic-registration>.

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Magnolia Harter, 13, lost her dog Crosby to cancer and raises money for cancer research by baking dog treats—Crosby’s Crunchies. She’s featured in [DOGTV](#)’s documentary, “Magnolia Makes a Difference,” and will greet visitors and sell the treats on Saturday.

Attendees are encouraged to bring canned or dry cat food that [TICA Breeds: United Cat Club](#) will distribute to local rescue organizations. In addition to rescue opportunities there will be over 100 pedigree and household pets to see and a competition for both pedigree and household pets. For the details on how to join the fun, visit www.UnitedCatClub.com.

Also at the New Jersey Convention Center, visitors may meet their forever pet at: Garden State Animal Rescue Center, Broken Souls Rescue and Recovery, Heart and Soul Dog Rescue, Inc., Harbin shs Animal Rescue, Jeannie Meows Animal Rescue, Katies Kats Island Rescue, Sedona Shepherd Sanctuary, Outcast Rescue, Jersey Animal Welfare Society, Mid Atlantic Great Dane Rescue League, Second Chance for Animals, Only Maine Coons Rescue, Pitties and Pals Rescue, Garden State German Shepherd Rescue, Sammy’s Hope, Yorkie911 Rescue, German Shorthaired Pointer Rescue of NJ, Paws on Death Row, Middlesex County Office of Emergency Management and Beagle Freedom Project.

At the convention center, attendees can watch their dog compete in a derby race or frolic in a puppy playground, or in a pit filled with 5,000 balls or chase a faux rabbit on the popular lure course. They can also get a free paw print of their pet and meet canine social media celebs at a star-studded panel of pet influencers who will explain how to grow the visibility of pets from a modest number of family and friends to worldwide celebrity. There will be dog agility demos; a high-fashion dog show and dogs performing Frisbee skills and stunts. At Repticon there will be experts answering questions as well as snakes, lizards and more.

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Website: Visit <https://www.superpetexpo.com/>

Where: New Jersey Convention Center, 97 Sunfield Avenue, Edison, NJ 08837

Hours: Friday January 9, 3 p.m.-8 p.m.; Saturday January 10, 10 a.m.-7 p.m.;
Sunday, January 11, 10 a.m.- 5 p.m.

Tickets: **ONLINE:** \$15 Adult [12+] and \$10 Kids [4-11]—valid for re-entry all three days.

Some events require additional fees. Pets & kids under 4 are free. Every ticket purchased online gets a free month of DogTV, a \$9.99 value.

BOUGHT AT THE SHOW: \$20 Adult [12+] \$15 Kids [4-11]—Valid for one day admission. Some events require additional fees. Pets & kids under 4 are free

Pets: Welcome; leashed pets admitted free. [No retractable leashes].

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