

American Service Pets Launches Rainbow Bridge Memorial Community for Emotional Support Animals and Service Animals

New online experience gives pet parents a compassionate place to preserve their animals' stories, share their impact and find support through pet loss

LAS VEGAS, NV, UNITED STATES, August 20, 2026 /EINPresswire.com/ -- In recognition of Rainbow Bridge Memorial Day on August 28, [American Service Pets](#) has launched a new online memorial and community initiative for people grieving Emotional Support Animals, service animals, and other assistance animals.



The [Rainbow Bridge ESA Memorial](#) gives people a dedicated place to share a favorite photo, write about the life they shared with their animal, and preserve the story of how that animal provided companionship, comfort and support.

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American Service Pets also launched the [Rainbow Bridge ESA Memorial & Pet Loss Support Facebook group](#), providing an ongoing community for people navigating grief, remembering an animal or supporting others through pet loss.

“For many people, losing an animal means losing a constant companion, an important source of emotional support and a deeply meaningful part of everyday life,” said Chris Picou, Chief Executive Officer at American Service Pets. “We wanted to create a place where those

relationships could be honored openly, and where people could feel understood rather than

alone in their grief.”

Helping others understand the impact of support animals

Emotional Support Animals are sometimes discussed primarily in terms of documentation, housing accommodations or public controversy. The stories shared through the initiative offer a more personal perspective: the daily comfort, routine, connection and emotional stability an animal can provide.

Through first-person remembrances, American Service Pets hopes to help the public better understand why the loss of an ESA or service animal can be especially profound.

“These stories show that an Emotional Support Animal is not an abstract concept,” said Picou. “It is often the animal who stayed close during the hardest season of someone’s life, gave them a reason to maintain a routine or simply made difficult days feel less lonely.”

Creating a compassionate community around pet loss

Pet loss can be isolating, particularly when friends, relatives or coworkers do not fully understand the depth of the relationship. The new memorial experience and Facebook group are intended to provide several forms of support:

- A lasting place to preserve an animal’s photo and story
- A community of people who recognize the significance of pet loss
- Opportunities to remember anniversaries and meaningful moments
- Greater public understanding of ESAs, service animals and other assistance animals
- Gentle encouragement without placing a timeline on grief or welcoming another pet

The initiative is open to the broader public, including people who have never been American Service Pets customers.

While pet-loss resources exist, American Service Pets saw an opportunity to create a space specifically centered on people grieving ESAs, service animals, therapy animals, and other assistance animals. The initiative reflects the company’s commitment to supporting pet parents through every stage of the human-animal bond.

Participate on Rainbow Bridge Memorial Day

People are invited to create a tribute this Rainbow Bridge Memorial Day, August 28, and beyond by sharing an animal’s photo, name and story.

Create a tribute:

<https://my.americanservicepets.com/rainbow-bridge-esa-memorial/>

Join the Facebook community:

<https://www.facebook.com/groups/rainbowbridgeesa>

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