



FOR IMMEDIATE RELEASE: August 10, 2018

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Homeward Pet to Participate in Nationwide “Clear the Shelters” Fee-waived Adoption Event

Woodinville, Wash – Help clear the shelter! Homeward Pet Adoption Center is one of several Seattle-area animal welfare organizations participating in the national campaign on Saturday, August 18, 2018. Homeward Pet will be offering fee-waived adoptions on all animals 3 years old or older.

“We expect to see many empty kennels on the 18th,” says Kim Halstead, Marketing & Communication Specialist. “Last year we had nearly 30 animals adopted into warm and loving families on Clear the Shelters day, so we’re hoping for another great day.”

Last year, the adoption event found homes for 9 cats and 19 dogs in Homeward Pet’s care. Since 2015, the campaign has resulted in more than 150,000 pet adoptions. Learn more about Homeward Pet’s participation at <https://www.homewardpet.org/blog/clear-the-shelters/>

Clear the Shelters™ is an initiative spearheaded by NBCUniversal Owned Television Stations, a division of NBCUniversal. Clear the Shelters™ is sponsored nationally by Cat’s Pride and Hill’s Pet Nutrition.

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Homeward Pet Adoption Center is one of the leading non-profit, no-kill animal shelters in Washington State. Our mission is to give homeless animals a second chance through rescue, shelter and adoption. Since being founded in 1990, the shelter has matched over 30,000 animals with safe and loving families. With more than 500 volunteers, every cat and dog who comes to Homeward Pet receives an abundance of love, attention and care. For some animals, that is more than they have ever known. Learn more at www.homewardpet.org.



HJOINS WCNC NBC CHARLOTTE TO HOST FOURTH ANNUAL PET ADOPTION DRIVE – CLEAR THE SHELTERS™ – ON SATURDAY, AUGUST 18

CITY, STATE – (Month X, 2018) – [NAME OF SHELTER] today announced it is participating in WCNC NBC Charlotte’s fourth annual Clear the Shelters™ pet adoption drive on Saturday, August 18. On this day, [NAME OF SHELTER] will offer low cost or waived pet adoption fees to help local families adopt a new pet.

INSERT QUOTE FROM SHELTER IF YOU WISH

WHAT: [NAME OF SHELTER] to participate as an official Clear the Shelters™ partner with WCNC NBC Charlotte. On Saturday, August 18 [SHELTER NAME] will [reduce] – OR – [waive] pet adoption fees to help families adopt a new pet.

WHEN: Saturday, August 18 from X AM to X PM.

WHERE: Address, City, State, Zip

INFO: Visit wncn.com/cleartheshelters and CleartheShelters.com to access more information about Clear the Shelters™, including the full list of local participating animal shelters.

ADOPTION: A real-time pet “**Adoption Tracker**” – posted on CleartheShelters.com – will

TRACKER record the total number of pets that are adopted across all participating markets.

SOCIAL: Use the hashtags #CleartheShelters and #DesocuparlosAlbergues to follow the effort on social media.

For more information about NBC and Telemundo stations’ pet adoption campaign, visit CleartheShelters.com. To access information in Spanish, please visit DesocuparlosAlbergues.com and follow #DesocuparlosAlbergues.

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About NAME OF SHELTER

INSERT SHELTER’S BOILERPLATE

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MEDIA CONTACT

Name

Email

Phone