

## **PENINSULA HUMANE SOCIETY & SPCA TEAMS UP WITH NBC BAY AREA / KNTV AND TELEMUNDO 48 / KSTS TO HOST PET ADOPTION DRIVE – CLEAR THE SHELTERS – ON SATURDAY, JULY 23**

**BURLINGAME, CALIF.** – (July 15, 2016) – [The Peninsula Humane Society & SPCA](#) will team up with NBC BAY AREA / KNTV AND TELEMUNDO 48 / KSTS to host NBCUniversal Owned Television Stations' *Clear the Shelters* second annual nationwide pet adoption drive. The Peninsula Humane Society & SPCA is the only Bay Area shelter offering the public “**name your own fee adoptions**” on Saturday, July 23, as part of the nationwide *Clear the Shelters* initiative that seeks to find new homes for homeless pets.

“The Peninsula Humane Society & SPCA is the only Bay Area shelter offering ‘name your fee’ adoptions for the Clear the Shelters event,” said Ken White, president of Peninsula Humane Society & SPCA. “Adopters can tell us how much *they* would like to contribute for their dream pet! As a leader among Bay Area shelters, we’re excited to participate in this nationwide awareness-building event again.”

This year’s *Clear the Shelters* event comes after last year’s highly successful inaugural effort, which resulted in nearly 20,000 pets finding new homes through an unprecedented partnership between the NBCUniversal Owned Television Stations and hundreds of animal shelters located all across the country and in Puerto Rico. The nationwide day of action literally emptied dozens of animal shelters and inspired local communities to take action and open their homes to animals in need.

At the Peninsula Humane Society & SPCA, 45 dogs and puppies and 100 cats and kittens await their forever homes, as well as bunnies, guinea pigs, reptiles, birds, and other pets. The public can meet even more animals during the Foster Fair from 2 – 5 p.m., and enjoy carnival-style food, fun, and special prizes for the whole family! Adopters can purchase their pet’s start-up needs in PHS/SPCA’s retail store, Furchandise.

- WHAT:** Peninsula Humane Society & SPCA to participate as an official *Clear the Shelters* partner alongside NBC BAY AREA / KNTV AND TELEMUNDO 48 / KSTS to offer “name your own fee” adoptions
- WHEN:** Saturday, July 23 from 10 a.m. to 6 p.m.
- WHERE:** PHS/SPCA’s Lantos Center for Compassion, 1450 Rollins Road, Burlingame, CA, 94010
- INFO:** Viewers can visit [nbcbayarea/cleartheshelters.com](http://nbcbayarea/cleartheshelters.com) for more information about *Clear the Shelters*, including the full list of local participating animal shelters
- ADOPTION TRACKER:** A real-time pet “**Adoption Tracker**” – posted on [ClearTheShelters.com](http://ClearTheShelters.com) – will record the total number of pets that are adopted across all participating markets
- SOCIAL:** Use the hashtag **#ClearTheShelters** to follow the effort on Twitter, Facebook and Instagram. *Clear the Shelters* themed Snapchat filters will be activated on July 23. Spanish-language viewers can use the hashtag **#DesocuparLosAlbergues**

### **About The Peninsula Humane Society & SPCA**

The Peninsula Humane Society & SPCA is a private, open-door, not-for-profit animal welfare organization. Primary programs include animal adoptions (100% adoption rate for healthy dogs and cats!); animal rescue and sheltering, including specialty care for domestic animals with medical and/or

behavioral challenges; wildlife rehabilitation; animal cruelty investigation; community outreach and education; low-cost spay/neuter; and obedience classes. This vital work is made possible by volunteers and donations. PHS/SPCA receives no funding from national animal welfare organizations. Please visit [www.phs-sPCA.org](http://www.phs-sPCA.org) to learn about all our programs and services, ways to help our animals and special events

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