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EAST BAY SPCA, NBC BAY AREA AND TELEMUNDO 48 AREA DE LA BAHIA ANNOUNCE PET ADOPTION INITIATIVE – CLEAR THE SHELTERS – ON SATURDAY, AUGUST 15

East Bay SPCA teaming up with NBC and Telemundo plus 38 Animal Shelters in the Bay Area to Match Homeless Pets with New Homes

Natalie Morales, News Anchor and Co-Host of NBC News' TODAY Show, To Host Post-Adoption Drive Special on NBC Stations; Jessica Carrillo and Elva Saray To Host on Telemundo Stations

OAKLAND, CA – (August 13, 2015) – East Bay SPCA announced they are teaming up with NBC Bay Area / KNTV and Telemundo 48 Area de la Bahia / KSTS and 38 animal welfare organizations in the Bay Area on a first-of-its-kind pet adoption initiative – *Clear the Shelters* – this Saturday, August 15. The *Clear the Shelters* effort, part of a national initiative spearheaded by the NBCUniversal Owned Television Stations, pairs local television stations with animal shelters across the country to find new homes for homeless pets. On this national day of action, participating animal shelters in the Bay Area will offer no-cost or reduced fee adoptions or waive pet spaying and neutering fees.

“We’re so excited to see this national TV spotlight on homeless animals here in the Bay Area,” said Allison Lindquist, President and CEO of the East Bay SPCA. “Especially right now when our local Oakland shelters are seeing a spike in surrendered and stray animals that may be due to our quickly escalating home rental market. We plan to adopt out as many animals as possible.”

You can follow all the adoptions happening throughout the day through social media hashtag #CleartheShelters @NBCBayArea.

The *Clear the Shelters* effort, sponsored nationally by Overstock.com, is a national pet adoption drive that will take place in 19 areas across the United States and Puerto Rico, including the Bay Area. On Saturday, August 15, 11 NBC-owned stations, 17 Telemundo-owned stations, the NBCUniversal-owned regional news network **necn** and more than 300 local animal shelters across the country will match up thousands of homeless pets with new homes. This initiative marks the first time that the network tv stations have joined forces on an initiative like *Clear the Shelters*. Last year when NBC affiliates and local shelters initiated *Clear the Shelters* in the Dallas-Fort Worth area, more than 2,200 homeless animals were adopted, the most adopted in one day in North Texas.

Locally, English- and Spanish-speaking viewers will be able to watch special programming that raises awareness about the actual pet adoption day as well as issues, like the overpopulation of shelters in the Bay Area and the dangers of euthanasia on NBC Bay Area and Telemundo 48 Area De La Bahia. Moreover, both stations will engage viewers with news and information across various platforms, including on air during newscasts, online and via social media.

For more information about the national pet adoption drive, visit www.eastbayspca.org/clear the shelters or www.ClearTheShelters.com. You can follow on Twitter by using the hashtag #ClearTheShelters.

About the East Bay SPCA

The East Bay SPCA is a 501(c)3 nonprofit committed to the welfare of cats and dogs in Alameda and Contra Costa Counties that strives to eliminate animal cruelty, neglect and overpopulation by providing programs and education that support people and companion animals. Founded in 1874, it is one of the nation's oldest humane organizations and not affiliated with any other SPCA or Humane Society. It receives no funding from government, national or statewide organizations. We operate two [adoption centers](#) and two [spay/neuter centers](#), offer [dog training classes](#) and [humane education programs](#) in both Alameda and Contra Costa Counties, and a [full-service veterinary clinic](#) in Oakland. Information about the East Bay SPCA can be found at <http://www.eastbayspca.org> or by calling 510.569.0702.

About NBC Bay Area Owned by NBC Universal, NBC Bay Area/KNTV is the Bay Area's investigative station located in the heart of Silicon Valley. The station is committed to providing continuous, in-depth journalism with unique personalities. Along with broadcasting NBC's award-winning daytime, prime-time and late night programming, NBC Bay Area produces more than 32 hours of news programming each week. COZI TV, the station's digital network, offers a full schedule of America's most beloved and iconic television series, hit movies and original programming. COZI TV can be seen locally on Comcast 186, Verizon 460, and over-the-air on 11.3.

About Telemundo 48 Area de La Bahia Telemundo 48 Area De La Bay Bahia / KSTS is Telemundo's local television station serving the Spanish-speaking community throughout the Bay Area. Owned by NBCUniversal, the station is committed to providing viewers with breaking news and in-depth journalism with their award-winning team of reporters, offering the most up-to-date local news, weather, sports and entertainment headlines through a variety of platforms, including online at TelemundoAreadelaBahia.com and via mobile and social media channels.

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