



**NBC 5 AND TELEMUNDO 39 CLEAR THE SHELTERS™  
“ADOPT & DONATE” CAMPAIGN RETURNS AUG. 23 TO SEPT. 19**

Visit [ClearTheShelters.com](https://www.ClearTheShelters.com) To Adopt A Pet Or Donate To An Animal Shelter or Rescue Service  
In Your Community

**FORT WORTH / DALLAS, TEXAS**– (August 10, 2021) – NBC 5 Dallas-Fort Worth / KXAS and Telemundo 39 / KXTX will present its popular *Clear The Shelters*™ campaign August 23 to September 19. This is the seventh consecutive year for the popular pet adoption campaign to take place in area communities. Since 2015, NBC 5 and Telemundo 39’s local *Clear The Shelters* campaign has helped close to 45,000 pets find new homes. Nationally, more than half a million pets have been adopted. Visit [ClearTheShelters.com](https://www.ClearTheShelters.com) for more information.

“This annual campaign has helped inspire thousands in our community to adopt homeless pets from overcrowded animal shelters each year,” said Tom Ehlmann, NBC 5 and Telemundo 39 President and General Manager. “It’s our privilege to bring awareness to this major issue hampering many local shelters.

By partnering with them we hope to alleviate overcrowding and financial strain many of them experience this time of year.”

This year’s *Clear The Shelters* will again feature online donations through fundraising partner [Greater Good Charities](https://www.GreaterGoodCharities.org). Those interested in donating to a participating shelter or rescue can visit the Greater Good Charities’ donation site during the campaign at [ClearTheSheltersFund.org](https://www.ClearTheSheltersFund.org), which will also be accessible via [ClearTheShelters.com](https://www.ClearTheShelters.com). [Hill’s Pet Nutrition](https://www.HillsPetNutrition.com) is the national sponsor for its fourth *Clear The Shelters* campaign this year.

Virtual pet adoptions are also returning for the 2021 campaign through partner [WeRescue](https://www.WeRescue.com). The WeRescue app enabled users to locate adoptable pets in their area, submit their adoption applications, and ask questions directly to shelters. [iHeartDogs](https://www.HeartDogs.com), a previous *Clear The Shelters* partner, will again donate needed pet supplies to select shelters this year. Leading social media animal brand [The Dodo](https://www.TheDodo.com) will again serve as a media partner.

Local fundraising totals and the number of pets adopted from area shelters via virtual and in-person adoptions will be announced by the stations after the conclusion of *Clear The Shelters*.

For more information on *Clear The Shelters*, including participating animal shelters and rescues, along with details on local events, visit [ClearTheShelters.com](https://www.ClearTheShelters.com) and the Spanish-language site [DesocuparLosAlbergues.com](https://www.DesocuparLosAlbergues.com). Follow the effort on Twitter @ClearTheShelter, and on social media using #ClearTheShelters and #DesocuparLosAlbergues.

**About NBC 5 Dallas-Fort Worth / KXAS**

NBC 5 Dallas-Fort Worth / KXAS is the local NBCUniversal-owned television station serving the communities of North Texas with quality local news, weather forecasts, consumer and investigative reports and sports and entertainment programming across all platforms, including the station’s dedicated website NBCDFW.com, its mobile app, social media channels and on COZI TV (Digital 5.2) and NBCLX (Digital 5.3), the station’s multicast channels.

(CONTINUED)

**About Telemundo 39 / KXTX**

Telemundo 39 / KXTX is Telemundo's local television station serving the Spanish-speaking community throughout North Texas. Owned by NBCUniversal, Telemundo 39 delivers award-winning local breaking news, weather, entertainment and sports programming across a variety of platforms, including on air, online at [Telemundo39.com](http://Telemundo39.com) and via mobile and social media channels.

**About Clear The Shelters**

*Clear The Shelters*™ / *Desocupar Los Albergues*® is an annual, nationwide pet adoption campaign that is spearheaded by NBCUniversal Local, a division of NBCUniversal. Every year, NBCUniversal Local's NBC and Telemundo owned stations, plus affiliated stations, partner with animal shelters and rescues in their communities to host *Clear The Shelters* events. NBCUniversal Local's *Clear The Shelters* campaign was inspired by a 2014 North Texas pet adoption event hosted by NBC 5 / KXAS and Telemundo 39 / KXTX and dozens of area shelters that resulted in the most adopted pets in one day for North Texas. Since 2015, NBCUniversal Local's *Clear The Shelters* pet adoption campaign has resulted in more than a half million pets finding new homes. Visit [ClearTheShelters.com](http://ClearTheShelters.com) and [DesocuparLosAlbergues.com](http://DesocuparLosAlbergues.com) for more information.

###

**MEDIA CONTACT**

Lauren Wheat

817-654-6431

[Lauren.Wheat@nbcuni.com](mailto:Lauren.Wheat@nbcuni.com)