

FRIENDS FOR ANIMALS OF METRO DETROIT JOINS NBCUNIVERSAL LOCAL'S 'CLEAR THE SHELTERS' PET ADOPTION & DONATION CAMPAIGN

Monthlong Initiative to Promote Animal Welfare for Ninth Consecutive Year from Aug. 1 to 31

Visit ClearTheShelters.com to Adopt or Donate to a Shelter or Rescue in Your Community

DEARBORN, MI – (July 28, 2023) – Friends for Animals of Metro Detroit has joined NBCUniversal Local's 2023 [Clear The Shelters](https://ClearTheShelters.com) pet adoption and donation campaign from Aug. 1 to 31.

This is the ninth consecutive year NBC and Telemundo owned stations are partnering with affiliate stations and animal shelters and rescues to promote pet adoption and raise funds for animal welfare. Since its inception in 2015, *Clear The Shelters* has helped more than 860,000 pets find new homes.

"Clear the Shelters Annual Pet Adoption and Donation Campaign couldn't come at a better time as many organizations across the country including Friends for Animals are facing not only over capacity with animals in their shelters but also the necessary resources to continue their life saving work. This year specifically, Friends for Animals needs the support now more than ever. With a looming deadline to vacate our Greenfield location by the end of the year, and operating at a \$500K deficit, we are asking for our community's help," says FAMD President and CEO Cory Keller.

The 2023 *Clear The Shelters* will again feature online donations through [Greater Good Charities](https://GreaterGoodCharities.com), a global nonprofit and longtime campaign partner, which will host the fundraising campaign, built courtesy of Fundraise Up, an online donation platform that helps nonprofits grow revenue. Donors have the option to cover transaction fees with their donation so that 100% goes directly to the shelter or rescue of their choice. Online donations can be made during the campaign at ClearTheSheltersFund.org.

Virtual pet adoptions are also returning for the fifth consecutive campaign through [WeRescue](https://WeRescue.com). The WeRescue app enables users to browse adoptable pets in their area by breed, gender, size and other factors, submit their adoption applications and ask questions directly to shelters through the app.

For more on *Clear The Shelters*, including participating animal shelters and rescues, along with details on local events, visit ClearTheShelters.com and the Spanish-language site DesocuparLosAlbergues.com.

Follow *Clear The Shelters* on social media:

- Twitter [@ClearTheShelter](https://twitter.com/ClearTheShelter)
- Instagram: [cleartheshelters](https://www.instagram.com/cleartheshelters)
- Hashtags: #ClearTheShelters & #DesocuparLosAlbergues

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 promote pet adoption and raise needed funds. 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, *Clear The Shelters* pet adoption campaign has resulted in more than 860,000 pet adoptions. Visit ClearTheShelters.com and DesocuparLosAlbergues.com for more information.

About Friends for Animals of Metro Detroit FAMD is a 501c3 organization and is located at 16121 Reckinger in Dearborn. Friends for Animals of Metro Detroit is dedicated to the rescue, protection, and adoption of companion animals in need, while inspiring the human-animal bond. Friends for Animals of Metro Detroit (FAMD) was founded in 1993 by volunteers who believed that homeless animals in our region deserve a second chance at life. Building on our strong sense of animal welfare, FAMD has grown

in the past 30 years to an organization of great impact in the companion animal welfare community. The organization helps find homes for approximately 2,500 dogs and cats each year.

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