



FOR IMMEDIATE RELEASE

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The Humane Society Teams Up with NBC10 to Clear the Shelters!

Reading, PA—The Humane Society of Berks County is teaming up with NBC10 Philadelphia and hundreds of other animal shelters across the country to Clear the Shelters on August 19. Instead of just one day, Reading Blue Mountain & Northern Railroad (RBMN) has generously offered to sponsor adoption fees for the HSBC's adoptable animals *all weekend long*. Our goal: to find them all fantastic new homes between Friday, August 18 and Sunday, August 20!

Andy & Carol Muller have owned and operated RBMN for 34 years, and giving back to their four-legged friends has always been a leading factor in their community philanthropy.

“The Muller family is very passionate about their furry family members,” says Andrea Coller, Vice President – Finance for RBMN. “They find great joy in sharing their lives with them and are very excited to give your family the opportunity to do the same!”

Adoption fees are waived for all animals and include Humane Pennsylvania’s 30-Day Adoption Health Guarantee, spaying or neutering (prior to adoption), vaccinations and microchip registration. Adopted pets will also receive a special gift. Normal adoption policies still apply.

Clear the Shelters is a pet adoption campaign created by NBCUniversal Owned Television Stations to promote animal adoptions from shelters in the nation, yet this initiative has been offered by Humane Pennsylvania Partners for several years. The HSBC has helped thousands of dogs, cats and critters find loving homes through low-cost and free adoption events, thanks to generous sponsors who support the organization’s mission.

“We are beyond thrilled to be participating in this nation-wide adoption event,” says Mary Keller, Marketing Manager for Humane Pennsylvania. “We are always looking for new and exciting ways to promote pet adoptions in the community, and being able to offer this free adoption weekend in collaboration with NBC10 and RBMN is one more way we can change numerous animals’ statuses from ‘homeless’ to ‘homed.’”

During the event, supporters are encouraged to take a photo with their favorite shelter pet and post the picture to their social media accounts, using the hashtag #ClearTheSheltersHPA.

To view the HSBC’s adoptable animals, visit humanepa.org/adoption or stop by the shelter during operating hours. The HSBC is located at 1801 N. 11th Street, Reading PA 19604. For more information about this national promotion, please call the shelter at 610-921-2348 or email adoptreading@humanepa.org.