



BISSELL PET FOUNDATION

For Immediate Release

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**BISSELL Pet Foundation Announces EMPTY THE SHELTERS Free Adoption Day
Supported by Phoenix-Based PetSmart Charities®**

Hundreds of pets expected to find forever homes in Maricopa County on July 22

PHOENIX, ARIZONA (June 29, 2017) — After successfully placing nearly 5,000 cats and dogs in loving homes in the last year, BISSELL Pet Foundation (BPF) is excited to announce that their next EMPTY THE SHELTERS (ETS) event will be supported by [PetSmart Charities](#), the leading funder of animal welfare in North America, with a focus on pets in need in Maricopa County, Ariz.

Hundreds of pets are expected to find forever homes in the area on Saturday, July 22. Participating shelters, rescues and PetSmart locations in the Phoenix area will be offering free adoptions thanks to these two nonprofits.

Phoenix-based PetSmart Charities provided a grant for \$100,000 to help cover the adoption fees for pets who find homes through BPF's EMPTY THE SHELTERS initiative on July 22. BISSELL Pet Foundation will also thank local families for choosing adoption by providing a leash for dogs, a collar for cats and valuable wellness information for new pet owners.

"We are beyond thrilled to partner with PetSmart Charities on this EMPTY THE SHELTERS day," remarked Cathy Bissell, founder of BISSELL Pet Foundation. "Both of our organizations understand that the pet homelessness problem cannot be solved in isolation and partnerships like ours are essential to saving so many lives. Through our collaboration, we will be able to adopt out more pets than originally planned, leaving a lasting impact throughout Arizona."

"By teaming up with BISSELL Pet Foundation for the EMPTY THE SHELTERS initiative, we hope to help find lifelong, loving homes for hundreds of local pets who have been anxiously awaiting to find their forever families in the Phoenix area," said David Haworth, DVM, Ph.D., president of PetSmart Charities. "This is just one of the many ways we're fulfilling our mission to help pets in and need and connect people and pets. What's even more exciting is that we have the opportunity to do so right here in our hometown of the Valley of the Sun."

Hundreds of pets are expected to be available for adoption at EMPTY THE SHELTERS locations. Participating organizations are required to partner with other animal welfare organizations to help fill the empty spaces once the pets have been adopted. Families that adopt on July 22 will be required to pay licensing fees for their pet – costs may vary by county.

Nationwide, approximately 2.7 million pets are euthanized yearly because they are unable to find homes. EMPTY THE SHELTERS will have a direct impact increasing adoption rates in Arizona. In previous EMPTY THE SHELTERS events, 96% of adopters reported pets remained in their new homes three months later; 54% of adopters were first-time adopters; 90% of all adopters planned to adopt again.



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Participating organizations will be adhering to their standard adoption requirements for the event and adopters are encouraged to review those requirements prior to July 22. For more information about EMPTY THE SHELTERS, including a list of participating shelters, rescue organizations and PetSmart locations, please visit www.bissellpetfoundation.org/ets.

About BISSELL Pet Foundation

BISSELL Pet Foundation is a charitable 501(c)(3) non-profit organization with a mission to help reduce the number of animals in shelters and to support organizations dedicated to the humane care and treatment of animals through pet adoption, spay/neuter programs, microchipping and foster care. Founded in 2011 by Cathy Bissell, BISSELL Pet Foundation is an extension of her long-standing love for animals and commitment to their welfare. The foundation is supported by BISSELL Homecare, Inc., a 140-year-old Grand Rapids-based floor care appliance brand in its fourth generation of family leadership.

About BISSELL Homecare, Inc.

For 140 years and counting, Michigan-based BISSELL Homecare, Inc. has developed innovative floor care solutions that make cleaning easier. As the top-selling brand in floor care appliances based on NPD unit sales, BISSELL understands that fuller lives often mean more messes, and that convenient cleaning tools help us embrace life's messier moments. Now in its fourth generation of family leadership, the company supplies households across the globe with vacuums, sweepers, deep-cleaning machines, hard floor cleaners and cleaning formulas. For more on the BISSELL complete line of floor care products, visit www.bissell.com.

About PetSmart Charities®

PetSmart Charities, Inc. is a nonprofit animal welfare organization with a mission to find lifelong, loving homes for all pets by supporting programs and thought leadership that bring people and pets together. In addition to finding homes for almost 500,000 shelter pets each year through its in-store adoption program in all PetSmart stores across the U.S. and Puerto Rico, PetSmart Charities provides funding to non-profits aligned with its mission through four key areas of grant support: Preventing Pet Homelessness; Helping Shelter Pets Thrive; Supporting the Bond Between People and Pets; and Emergency Relief and Disaster Support. Each year, millions of generous PetSmart shoppers help pets in need by donating to PetSmart Charities using the pin pads at checkout registers inside PetSmart stores. In turn, PetSmart Charities efficiently uses 90 cents of every dollar donated and has become the leading funder of animal welfare in North America, donating about \$300 million to date. PetSmart Charities, a 501(c)(3) organization, has received the Four Star Rating from Charity Navigator, an independent organization that reports on the effectiveness, accountability and transparency of nonprofits, for the past 14 years in a row -- placing it among the top one percent of charities rated by this organization. To learn more visit www.petsmartcharities.org

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