

MEDIA RELEASE



**CONTACT: JOHN VAN ZANTE, PR DIRECTOR
RANCHO COASTAL HUMANE SOCIETY
JOHNV@SDPETS.ORG
SDPETS.ORG
760.704.8712**

RANCHO COASTAL HUMANE SOCIETY JOINS NBCU LOCAL'S ANNUAL PET ADOPTION & DONATION CAMPAIGN 'CLEAR THE SHELTERS PRESENTED BY HILL'S PET NUTRITION,' THIS AUGUST

*Nationwide Initiative Has Led to More than 1.3 Million Adoptions & \$5.6 Million in Donations
Since 2015*

Visit ClearTheSheltersFund.org to Donate Now Through Sept. 15

Encinitas, CA – July 30, 2026 – Rancho Coastal Humane Society has joined NBCUniversal Local's 12th annual pet adoption and donation campaign, [Clear The Shelters](https://ClearTheSheltersFund.org) Presented by Hill's Pet Nutrition, which is scheduled for Aug. 1 to 31 with an extended fundraising initiative taking place now through Sept. 15.

As part of the nationwide initiative, NBC and Telemundo stations partner with animal shelters and rescues in their communities to promote pet adoption and raise funds that support their animal welfare operations. Since its 2015 inception, *Clear The Shelters* has helped more than 1.3 million pets find new homes and has raised more than \$5.6 million for participating shelters and rescues.

"We are excited to participate in Clear the Shelters by waiving adoption fees for adult animals throughout August. Our standard adoption protocols remain the same, but we hope waived fees will encourage more families to welcome a new pet into their home. With the long summer days before the busy fall season begins, it's a great time to adopt," said Judi Sanzo, President and CEO of Rancho Coastal Humane Society.

Clear The Shelters fundraising will again be led by [Greater Good Charities](https://GreaterGoodCharities.org), a global nonprofit and longtime campaign partner. Donations to the general fund can be made now through Sept. 15, and donations to individual shelters can be made from Aug. 1 to 31 at ClearTheSheltersFund.org.

[WeRescue](https://WeRescue.org) is also returning for the eighth consecutive year as the exclusive technology partner of Clear The Shelters. The WeRescue website and apps let users browse adoptable pets in their area by breed, gender, size, and more, apply to adopt, and ask questions directly to shelters. New this year, Scout helps visitors find their best match with just a few quick questions.

[Hill's Pet Nutrition](https://HillsPetNutrition.com), a global leader in science-based pet nutrition and leading supporter of animal welfare, is returning as the campaign's national sponsor for the ninth consecutive campaign. For the first time, Hill's is serving as the presenting sponsor of *Clear The Shelters* this year.

-more-

MEDIA RELEASE



CONTACT: JOHN VAN ZANTE, PR DIRECTOR
RANCHO COASTAL HUMANE SOCIETY
JOHNV@SDPETS.ORG
SDPETS.ORG
760.704.8712

For more information on *Clear The Shelters*, including participating shelters, along with details on local events and television programming, visit ClearTheShelters.com and the Spanish-language site DesocuparLosAlbergues.com. Shelters can join the campaign via the new [Shelter Registration Portal](#). Follow *Clear The Shelters* on [Facebook](#), [Instagram](#) and [TikTok](#).

About *Clear The Shelters*

NBCUniversal Local's *Clear The Shelters*™ is an annual nationwide pet adoption and donation campaign held each August. As part of the initiative, NBC- and Telemundo-owned and affiliated stations partner with animal shelters and rescues in communities across the U.S. to promote pet adoption and raise funds for participating shelters. Since its 2015 inception, *Clear The Shelters* has led to more than 1.3 million pet adoptions and raised more than \$5.6 million. Longtime campaign supporters include [Hill's Pet Nutrition](#), a national sponsor for nine consecutive years and presenting sponsor in 2026, [Greater Good Charities](#) and [WeRescue](#). *Clear The Shelters* was inspired by a 2014 North Texas pet adoption event hosted by NBC 5 / KXAS and Telemundo 39 / KXTX. For more information, visit ClearTheShelters.com.

About Rancho Coastal Humane Society

Rancho Coastal Humane Society is dedicated to saving lives of abandoned companion animals, promoting adoption into loving homes and offering education programs and support services that inspire and strengthen the human-animal bond. A member of the San Diego Animal Welfare Coalition, RCHS abides by the pledge that NO healthy, treatable animal will ever be euthanized for time or space. Visit SDPets.org or follow us on [Facebook](#), [Instagram](#), [X](#), and [YouTube](#).

###