



Frequently Asked Questions

1. What is the event website?

The site, www.ClearTheSheltersDay.com, will be live on July 27th with your location listed as a participating shelter.

2. How will NBC 5 Chicago and Telemundo Chicago spread the word about the event?

The stations will begin airing promotional spots and stories the week of July 27th. Web and social media platforms will also promote the event starting July 27th. Mentions in every newscast will begin 7-10 days before the event.

3. On August 15th, the minimum time requirement is 11AM – 4PM, but can we exceed these hours if we choose to do so?

Yes, you may exceed the minimum time requirement, but please remember to report your total number of adopted animals to Emma.Asante@nbcuni.com.

4. Our shelter does not provide same day adoptions. Is that OK?

If your shelter does not provide same day adoptions, the adoption fee should be waived for those that apply for adoption on August 15th between 11AM-4PM.

5. Do all of our regular adoption policies still apply?

Yes, all of your regular adoption rules and restrictions still apply.

6. We have animals of all ages in our shelter, what constitutes as an “adult animal?”

For this event, adult animals are animals five months and older.

7. We have a satellite location in a retail store (Petco, PetSmart, etc.) Can the retail location be part of this event?

Due to sponsorship restrictions we are only able to send viewers to your shelter through the event promotion and website. We are unable to send viewers to a retail establishment.

8. Will we be provided with signage to promote the event at my shelter?

Yes, NBC 5 and Telemundo Chicago will provide complimentary signage to display at your shelter. Contact Emma.Asante@nbcuni.com with requests.

9. How do we return the signage to you after the event has ended?

The signage can be discarded. There is no need to return it to us.

10. Who do we report the total number of adopted animals to?

Please report the total number of animals to Emma.Asante@nbcuni.com immediately following the event on August 15th.

11. We have animals other than cats and dogs, do they count toward our adoption total as well?

The event focuses on cats and dogs at this time.

12. Early on I read something about offering vouchers if someone comes to the shelter during the event and we don't have any animals available? Is that still part of this event?

There is no longer a requirement to offer fee-waived voucher if you have no animals available.

13. I just heard about the event, can my shelter participate?

Yes, please reach out to Emma.Asante@nbcuni.com for information.

14. I have more questions about the event. Who do I contact?

Feel free to contact Emma.Asante@nbcuni.com with additional questions.