



## **BISSELL Pet Foundation Partners With The Charlottesville-Albemarle SPCA to Bring Holiday Hope to Shelter Pets**

*The Charlottesville-Albemarle SPCA joins 380+ shelters nationwide participating in the “Empty the Shelters – Holiday Hope” reduced-fee adoption event*

**Charlottesville, VA (November 30, 2023)**—[BISSELL Pet Foundation](https://www.bissellpetfoundation.org/), a national animal welfare organization dedicated to ending pet homelessness, is bringing hope to the nation’s shelter pets this holiday season with its “Empty the Shelters – Holiday Hope” adoption event Dec. 1 – 17. BISSELL Pet Foundation sponsors reduced adoption fees of \$50 or less per cat or dog during each nationwide event. This event will be hosted in more than 380 shelters in 43 states, including the Charlottesville-Albemarle SPCA.

During the event, the adoption fee for adult dogs and cats at the Charlottesville-Albemarle SPCA will be reduced to just \$25. All animals included in the event will be spayed or neutered, up to date on vaccines, and microchipped.

"Our nation's animal shelters need your help as they face an overcrowding crisis unlike anything we have experienced in more than a decade. The devastating increase in owner surrenders and stray intakes has left tens of thousands of deserving pets desperate to find a home," said Cathy Bissell, Founder of BISSELL Pet Foundation. "Our 'Empty the Shelters – Holiday Hope' event is the perfect opportunity to make a difference in your community by saving a life and creating space to give another homeless pet a chance this holiday season."

We're excited for this opportunity to offer reduced adoption fees to members of the community who are ready to welcome a new pet into their lives just in time for the holiday season," said Libby Jones, Executive Director at the Charlottesville-Albemarle SPCA. "We are looking forward to finding homes for many of the homeless animals in our care."

BISSELL Pet Foundation's "Empty the Shelters" event is the largest funded adoption event in the country. This lifesaving event began in 2016 with a goal of encouraging more families to choose adoption. More than 204,000 pets have found loving homes since its inception. "Empty the Shelters" is BISSELL Pet Foundation's largest program, partnering with 730 animal welfare organizations in 49 states and Canada to reduce adoption fees.

Pet adoption is a lifetime commitment, and not just for the holidays. BISSELL Pet Foundation and the Charlottesville-Albemarle SPCA urge families to research the pet they are interested in adopting, as well as adoption requirements. For more information on adopting or donating to "Empty the Shelters," visit [www.bissellpetfoundation.org/empty-the-shelters](https://www.bissellpetfoundation.org/empty-the-shelters) and <http://casppca.org/>.

###

### **About BISSELL Pet Foundation:**

BISSELL Pet Foundation is a charitable 501©(3) nonprofit organization with a mission to help reduce the number of animals in shelters through pet adoption, spay/neuter programs, vaccinations, microchipping and emergency support. Founded in 2011 by Cathy Bissell, BPF is an extension of her long-standing love for animals and commitment to their welfare. BPF has since partnered with more than 5,600 shelters and rescues across the U.S. and Canada to help pets find loving homes. The foundation is supported by generous donors and BISSELL Inc. where every purchase saves pets. To learn more, visit [www.bissellpetfoundation.org](https://www.bissellpetfoundation.org).

### **About the Charlottesville-Albemarle SPCA:**

The Charlottesville-Albemarle SPCA is proud to have maintained the City of Charlottesville and Albemarle County as life-saving communities for thousands of animals in the region.

The mission of the SPCA is to advance the compassionate treatment of animals by providing sheltering, medical care and behavioral services for dogs and cats; promoting permanent, caring homes; and furthering education and outreach to place healthy animals in caring homes.

**Media Contact:**

Brittany Schlacter | Marketing & PR Specialist | [brittany.schlacter@bissell.com](mailto:brittany.schlacter@bissell.com) | 616.600.9470

Sierra Stevens | Charlottesville-Albemarle SPCA | Marketing and Communications Manager | [sstevens@caspca.org](mailto:sstevens@caspca.org)  
| 434.973.5959 x 302