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NEWS RELEASE

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**GENESEE COUNTY ANIMAL CONTROL
BISSELL EMPTY THE SHELTER EVENT – OCTOBER 22, 2016**

On October 22, 2016, the Bissell Pet Foundation sponsored a state wide adoption event for Michigan. BPF covered the adoption costs for over 50 shelters and rescues across the state. This was the first time we had been invited to apply for participation. Although free adoption events are not without their complications, steps were taken to overcome these issues and make this a successful event.

A pre-screening form was used to assure dogs and cats were going to be taken well care of in their new homes, cat, dog and registration tents were created to eliminate some of the chaos, and a 'golden ticket' was handed out to all approved adopters with information the adoption counselors used to increase the chances of adopters matched up with their perfect new family member.

Bissell created all marketing for this event including signage and press releases, an adoption box was provided for adopters with necessary items to start their new lives (including a coupon for micro chipping reimbursement) and every adoption was paid for in full (excluding the county license).

This event broke a statewide record for same day adoptions with over 1995 animals finding homes. Genesee County Animal Control had the most adoptions from a single facility for the event with 83 animals leaving our shelter. In less than a week after the event, GCAC received a check for \$7990 to cover the cost of the adoptions.

This event brought the staff and volunteers (both cat and dog) together to execute a highly successful event. The pre-screening process and one on one adoption counseling was successful as only three animals were returned subsequent to the event, all of whom have been re-adopted.

In the wake of this event, PetSmart charities (whom partnered with Bissell to cover costs) has contacted us to partner with them for future adoption events and we will be invited back to participate in the next Empty the Shelter event in April 2017.

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