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**FOR IMMEDIATE RELEASE --- Houston, TX  
July 27, 2023**

**Houston City Council Member Karla Cisneros, Houston PetSet, and Clear Channel Outdoor Launch Animal Welfare Awareness Billboard Campaign Throughout Harris County**

(HOUSTON, TX) – [Houston PetSet](http://HoustonPetSet.org), the local nonprofit organization dedicated to ending Houston’s homeless animal crisis, is partnering with the City of Houston and Clear Channel Outdoor to raise awareness of the animal welfare crisis, and the powerful solutions that benefit all of our communities. Messages that raise awareness about the issues of Spay and Neuter, Adoption and Animal Cruelty will be displayed on area Clear Channel Outdoor billboards including traditional boards and digital units to highlight the collaborative partnership between the City of Houston and Houston PetSet.

Houston is currently facing a homeless animal crisis - shelters and rescues are at capacity, with fewer residents than ever choosing to adopt. At BARC, the City of Houston’s municipal shelter, fewer than 25% of the pets who have come in over the last several months left via adoption.

“While Houston has done much to address the animal welfare crisis, we can do more. Houston spends less per capita on animal control than any other major city - which results in underfunded city services, making the problem worse with each passing year,” said Council member Karla Cisneros. “The City of Houston and Houston PetSet agree that providing accessible spay and neuter services to city residents is the best way to provide tangible results that can address the crisis.”

“This is a crisis we face together. It impacts the quality of life, public health, and public safety of animals and people. Animals on the street suffer greatly; they face hunger, fear, and agitation, and eventually become a risk to people. The number of animals on our streets and shelters is at an all-time high, which is why the work we do, and the attention to animal welfare are so critical,” said Tena Lundquist Faust, Co-President, of Houston PetSet.

“This billboard campaign will be a huge step forward to solving the crisis we all share,” said Tama Lundquist, Co-President, of Houston PetSet. “We look forward to working with all of our partners in the animal welfare community, members of Houston City Council and citizens across the City of Houston to help solve this problem we all know is solvable to create a better life for the animals and for the citizens of our great city to help our communities thrive.”

“Clear Channel Outdoor is committed to serving the communities in which we operate. Animal welfare is a most important issue for our region not only for the health and safety of our pets and animals, but for the welfare of residents as well. This billboard campaign will reach all segments of our community with these very important messages and will generate over 20 million market impressions,” Lee Vela, vice president, Public Affairs, Houston Division, said.

**WHAT:** Houston PetSet, City of Houston and Clear Channel Outdoor partnering to launch a billboard campaign to raise awareness of the animal welfare crisis across Houston.

**WHEN:** 10:00 a.m., Thursday, July 27, 2023

**WHERE:** Houston City Hall Legacy Room -- 901 Bagby St, Houston, TX 77002

Photos and billboard mock-ups can be found [here](#).

For interviews, please contact Lisa Tynan (703-307-0450) to schedule.

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**ABOUT HOUSTON PETSET:** Houston PetSet gives, connects, and advocates for lasting solutions in Houston to alleviate suffering and end companion animal homelessness. The 501c3 nonprofit umbrella organization does this by supporting groups that have demonstrated accountability and are making an impact “in the trenches” in our community for the animals.