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BURBANK POLICE DEPARTMENT

200 North Third Street, Burbank, CA 91502

OFFICIAL NEWS RELEASE

SEARS WELCOMES HOMELESS ANIMALS INTO THEIR BURBANK STORE

DATE: May 7, 2015

Sears and the Burbank Animal Shelter have partnered to raise awareness for homeless animals. Shoppers of the Sears in the Burbank Town Center Mall will now see life-size dog cutouts displayed throughout the store.

"Sears is thrilled to be a member of the Burbank community. We are honored to participate in this worthwhile venture to help our furry friends find forever homes." said Sears Store General Manager, Lonnie Kisner.

The Burbank Animal Shelter rolled out a "You can't buy love, adopt it" campaign to increase pet adoptions. As part of the campaign, the shelter will hold monthly pet adoption events at the Burbank Town Center Mall.

According to Administrative Analyst Karen Wilcox, "Over 2,500 animals come through the Burbank Animal Shelter every year. Our goal with this new campaign is to encourage people to adopt pets. We are excited that Sears is helping us kick-off this campaign."

Each dog cutout has a tag that reads, "You can't buy love, adopt it." The tag also includes information to allow store visitors the opportunity to view all of the pets available for adoption at the Burbank Animal Shelter. The idea to display dog cutouts in retail stores originated in Singapore where IKEA collaborated with two animal shelters.

Wilcox stated that multiple groups worked together to create the dog cutouts. The dog photos were taken by the shelter's non-profit volunteer group, the Volunteers of the Burbank Animal Shelter. Photos were edited by local resident Brittiany Kirk and Burbank High School students enrolled in the District's Regional Occupation Program Photoshop class. The cutouts for Sears were donated by MypXpress, Inc. print shop of Burbank.

"We're hoping that other retail stores will jump on board and help us save more homeless animals," said Wilcox.

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QUESTIONS REGARDING THIS STATEMENT MAY BE DIRECTED TO
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