



FOR IMMEDIATE RELEASE

September 10, 2003

Contact:

Elena Bicker

925.296.3116

ebicker@arf.net

FLASH! CAMERA! ACTION!

Reusable 35MM Flash Camera to benefit Tony La Russa's Animal Rescue Foundation

WALNUT CREEK, California – September 10, 2003 – Tony La Russa's Animal Rescue Foundation (ARF) is pleased to announce the production and sales of a 35MM flash camera, with the likeness of Tony La Russa, Manager of the St. Louis Cardinals, appearing on the camera packaging.

This sports camera is perfect for all sports enthusiasts - be the first on your block to own this collectors item. "Bring" Tony La Russa to your next baseball game or use the camera to take a photo of your "best friend" - it's easy to carry and also makes a great addition for family vacations.

This exclusive new custom-design Tony La Russa camera includes 27 color exposures and is reusable for extended shooting. The camera will go on sale to the general public at all Schnuck's Markets in the mid-west and via ARF's Web site at www.arf.net.

A percentage of all sales will benefit ARF. Since its creation in 1990 by St. Louis Cardinals' manager, Tony La Russa and his wife, Elaine, ARF has helped place thousands of homeless dogs and cats. Currently, ARF supports numerous programs that safeguard animals and create positive relationships between animals and people in disadvantaged circumstances. The ARF campus features an adoption center, spay/neuter clinic, learning center and dog training pavilion, making it a magical experience for young and old, animals and people alike.

###