



FOR IMMEDIATE RELEASE

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Purina Incredible Dogs Challenge Visits San Francisco

Tony La Russa's Animal Rescue Foundation's Top Corporate Partner Visits California

Please join Tony La Russa's Animal Rescue Foundation (ARF) for a fun-filled day when Purina visits San Francisco with its Incredible Dogs Challenge, as some of the nation's most athletic dogs showcase their amazing talents in this extreme sports competition. Come help ARF support its #1 sponsor at Sharon Meadow in Golden Gate Park and watch dog athletes compete in games of diving dogs, freestyle flying disc, agility, assistance dog, 60 weave pole and Jack Russell hurdle racing. The event will be held on Saturday, May 10, 2003 from 10:00A - 4:00P and there is no admission charge.

In the Dog Diving competition, competitors will be judged on distance as they launch themselves off a ramp and into the water. In the Flying Disc competition, the dogs perform acrobatic two-and-a-half minute freestyle routines to selected music. The Jack Russell hurdle racing event has five Jack Russell Terriers racing over four jumps and negotiating through an 8"x12" tunnel made of foam.

Come learn more about ARF at its event booth and see its selection of ARFWear, a customized animal fashion clothing line. All spectators purchasing or wearing any ARFWear item will be entered into a raffle to win a fabulous gift! Dogs are welcome at the event, so bring your best friend or **add a new member to the family by visiting ARF's Adoption Mobile where plenty of ARF dogs will be available for adoption to the public.**

The San Francisco event is the third of four regional competitions held across the country this year. Other regional events have already been held in St. Petersburg, Florida and Vail, Colorado with the last challenge being conducted in Chicago, Illinois. The top dogs from each regional event qualify for the National Championship at Purina Farms in Summit, Missouri, on October 4, 2003.

Purina has been a long-standing corporate partner of ARF, including collaborating on the Purina Incredible Dogs and Cat Chow Celebrity Cat Calendars and participation in past Challenges. "We are pleased to be able to support the outstanding work the Animal Rescue Foundation does in the Bay Area," says Brock Fitzgerald of Purina. "We encourage everyone to stop by and learn more about how they can get involved with ARF, whether it's by adopting a homeless animal or volunteering for one of their many services."

For additional information on this an action-packed day of canine agility, athleticism, prizes, give-aways, and much more, please visit ARF's website at www.arf.net or call Elena Bicker at 925-296-3116.

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