



FOR IMMEDIATE RELEASE

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ARF AND KSDK TEAM UP

Tony La Russa hosts fundraising telethon for the Animal Rescue Foundation

WALNUT CREEK, California – September 15, 2003 – Join Tony La Russa's Animal Rescue Foundation (ARF) and KSDK, Channel 5 for a fundraising telethon sponsored by Nestle Purina PetCare Company. On Saturday, September 27, 2003, KSDK will air ARF's Stars to the Rescue gala fundraiser. Please call 888-855-4ARF (4273) from 2:00P – 3:00P (Central Standard Time) when volunteers will be accepting phone pledges. Please check the television guide for KSDK's local channel.

Televised celebrity appearances include the band Chicago, Michael Bolton, Rebecca Lynn Howard, Keith Urban, Richard Marx, Vince Gill, Dennis De Young, Huey Lewis, Bruce Hornsby and many others.

Funds raised from this telethon will help ARF rescue, rehabilitate and place homeless animals. Alongside these traditional humane goals however, ARF also has programs that address the social service and pet assistance needs of vulnerable populations such as victims of violence and terminally ill individuals, pet assisted therapy at acute care and senior care facilities, animal visits to abused children and a battered pet program.

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