



FOR IMMEDIATE RELEASE

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MEDIA ALERT

**SPEND THE HOLIDAYS WITH
TONY LA RUSSA'S ANIMAL RESCUE FOUNDATION**

Tons of activities at Broadway Plaza in Walnut Creek during the holiday season

WALNUT CREEK, California – November 24, 2004 – Tony La Russa's Animal Rescue Foundation (ARF) will spend its holiday season at Broadway Plaza in Walnut Creek. Brimming with special holiday cheer, ARF will have loads of pet-related activities for shoppers as they while away their time during the upcoming holiday season.

Beginning Friday, November 26 through Thursday, December 30, ARF's mobile adoption van can be found in the Macy's Courtyard from Noon – 4:00 p.m. each and every day. If you need a break from your hectic shopping and are looking to add a new member to your family, please visit with the wonderful ARF counselors who will be available to answer all your questions.

On three very special dates, Nordstrom will welcome ARF through its magical doors. Please join ARF on Saturday, December 4 from Noon – 4:00 p.m., Friday December 10 from 6:00 p.m. – 9:00 p.m. and Saturday, December 11 from Noon – 4:00 p.m. as ARF showcases a very special group of dogs and cats inside Nordstrom. Tony La Russa, Manager of the St. Louis Cardinals will also be on hand on Saturday, December 4 for autograph signing. ARF's 2005 Celebrity Pet Calendar featuring Academy Award winners Kevin Costner, Clint Eastwood and Gene Hackman; along with St. Louis Cardinals slugger, Albert Pujols, Grammy winner, Shania Twain and many others, will be available to purchase for autographs. ***Tony La Russa is available for scheduled interviews Friday, November 26 – please call Elena Bicker at 925-296-3116 to schedule an interview.***

Whether you've been naughty or nice, your four-legged buddy is sure to enjoy having their photograph taken with jolly Ol' Saint Nick. On Saturday, December 4 from 7:00 p.m. – 9:00 p.m. Santa Claus will be welcoming all four-legged creatures to his Santa House. Fun for everyone, Santa Claus will be located on Broadway Lane near Macy's and he looks forward to seeing the entire family for this limited opportunity. What could be a better holiday gift than a photograph of your "best friend" with Santa Claus? These terrific 5" x 7" color photographs are perfect for the upcoming season and are available for only \$10.00, with all proceeds being donated to ARF.

Ho, ho, ho and special thanks to Broadway Plaza for their sensational and ongoing support of ARF and for sponsoring this exciting "Santa Paws" event! ARF's Adoption and Education Center saves the lives of loving dogs and cats who have run out of time at public shelters. ARF's People Connect programs allow people to experience the unconditional love and acceptance of dogs and cats. People rescuing animals...animals rescuing people.

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