



FOR IMMEDIATE RELEASE

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GRAND OPENING OF ARF'S RETAIL BOUTIQUE
Animal Rescue Foundation Opens Retail Shop at Walnut Creek Shelter

WALNUT CREEK, CALIFORNIA (August 16, 2005) – Please join Tony La Russa's Animal Rescue Foundation (ARF) when the doors open on its new on-site pet product retail boutique, aptly named after an ARF rescue - *Lou Russa's Boutique, Basics, Bells and Whistles*. This exclusive Grand Opening will take place Wednesday, August 24, 2005 at ARF's Maddie's Animal Care Center from 5 p.m. – 7 p.m. ARF is located at 2890 Mitchell Drive in Walnut Creek at the corner of Mitchell Drive and Oak Grove Road. Once opened, standard operating hours will be Thursdays and Fridays, 2 p.m. – 7 p.m. and Saturdays and Sundays, Noon – 5 p.m.

ARF is thrilled at the prospect of providing pet-lovers, including new ARF adopters, the opportunity to shop for quality supplies for their four-legged furry family members. At Lou Russa's Boutique, shoppers can select from a wide assortment of terrific pet products including food and litter, learning tools, toys and games, training and grooming aids, jewelry, bedding and leashes.

Be one of the first 50 customers and receive a delightful thank you gift, just for shopping by. Not only will guests be treated to the delights of an inviting pet boutique, ARF will christen Lou Russa's Boutique at the Grand Opening by offering champagne to the shop's visitors.

Funds raised from this retail shop will be used by ARF to save the lives of loving dogs and cats who have run out of time at public shelters. ARF gives another chance at life to dogs and cats who otherwise would have been killed. ARF provides the care and attention they need, including spay or neuter surgery, until ARF finds them a new home of their own.

ARF's People Connect programs strengthen the human animal bond for the elderly; residents of assisted living centers, teens at juvenile hall, high school students, grade school students and young children through programs that are national models of excellence. ARF programs allow people to experience the unconditional love and acceptance of dogs and cats. People rescuing animals...animals rescuing people...™.

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