



FOR IMMEDIATE RELEASE

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WALNUT CREEK, CALIFORNIA - January 27, 2005 – Tony La Russa's Animal Rescue Foundation (ARF) is pleased to announce Safeway Inc. as the 2005 sponsor of ARF All Stars, a humane education program.

Safeway has been a valuable member of the ARF team since 1998. As ARF's adoption program sponsor from 2001-2004, Safeway's commitment to ARF has been unparalleled and 2005 promises to be no different. However, Safeway's program sponsorship won't stop at ARF All Stars. The company will continue to donate pet food for ARF's Food Share program, along with participating in numerous major fundraising events as they have over the years.

ARF All Stars creates a welcoming and comfortable educational environment for visitors of all ages to learn about and interact with ARF companion animals, and to develop resources that are economical and practical to expand ARF's mission and the magical connection between animals and people. ARF All Stars incorporates fundamental math, science, and humane education, in an interactive way that meets elements of the California education code.

ARF saves the lives of loving dogs and cats who have run out of time at public shelters and gives another chance at life to dogs and cats who would have otherwise 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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