



**FOR IMMEDIATE RELEASE**

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**TONY LA RUSSA'S ANIMAL RESCUE FOUNDATION NAMES A NEW LEADER**

*Elena Bicker named as new Chief Executive Officer*

WALNUT CREEK, California – August 7, 2006 –Tony La Russa's Animal Rescue Foundation (ARF) is pleased to announce the hiring of its new Chief Executive Officer, Elena Bicker. Ms. Bicker steps in for ARF's previous Chief Executive Officer, Brenda Barnette, who resigned in March, 2006. Ms. Bicker will assume all responsibilities for the day-to-day running of the organization and Ms. Bicker's new responsibilities are effective immediately.

With a life-long passion for animals, Ms. Bicker brings with her more than 10 years of involvement in the animal welfare movement. Ms. Bicker joined ARF as a volunteer in 1993 and during her first year at ARF, generated more than \$1,000,000 in funding. Ms. Bicker accepted the position of Marketing Director in 1998 and then in March 2006 as the interim General Manager, prior to stepping into the current Executive Director role. Ms. Bicker earned her BA in Business Administration from St. Mary's College, Moraga and spent 11 years with General Electric prior to following her dream into animal welfare.

The board of ARF is pleased to make this announcement and looks forward to Ms. Bicker leading the organization well into the future.

ARF saves 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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