



**FOR IMMEDIATE RELEASE**

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## **CELEBRATE PET-LOVING SENIORS DURING OCTOBER**

**Tony La Russa's Animal Rescue Foundation Helps Seniors Find Their new Best Friend**

WALNUT CREEK, California – October 1, 2006 – In order to communicate the life-enriching benefits of pet ownership among senior citizens, and to help homeless pets find loving homes, Nestle Purina PetCare Company, Inc. (Purina) is launching the Purina® Senior PetLover Adoption Day campaign. During the month of October, Tony La Russa's Animal Rescue Foundation (ARF) along with other animal shelters nationwide will be hosting their own Purina® Senior PetLover Adoption Day events. These events provide local senior citizens an opportunity to meet their adoptable pets and ultimately find a companion to take home.

"We truly understand the joy and benefits pets bring to people of all ages, especially senior citizens," says Dan Christian, D.V.M., executive director of the Purina Pet Institute. "By rallying together with local shelters, we allow seniors to understand the benefits of having a pet as a companion, as well as provide resources to help bring a loving pet into their homes."

Beginning October 1, 2006, pet owners across the country will be able to utilize Purina's PetLover coupons appearing in local newspapers. ARF's Senior Adoption Program provides a \$50 discount off an eligible senior citizen's pet adoption fee for individuals 60 years of age and older. For each PetLover coupon redeemed between October 1, 2006 and November 30, 2006, Purina will donate 3 cents in December 2006 to ARF's Senior Adoption Program, a minimum donation of \$50,000.

For additional information regarding ARF's Senior Adoption Program, please call 925-296-3136 or e-mail questions to [sap@arf.net](mailto:sap@arf.net). For details on the Purina® Senior PetLover Adoption Day campaign with Tony La Russa's Senior Adoption Program, please visit <http://www.purinapetlover.com>.

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. For information on ARF and its People Connect programs, please visit [www.arf.net](http://www.arf.net). People rescuing animals...Animals rescuing people™.

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