



FOR IMMEDIATE RELEASE

February 9, 2007

Contact:

Karla Bissell
925-296-3103
kbissell@arf.net

PAWS ON PARADE

New "Fun"draising Dog Walk Benefits Tony La Russa's Animal Rescue Foundation

WALNUT CREEK, California – February 9, 2007 – While *Paws on Parade* at Tony La Russa's Animal Rescue Foundation's (ARF) Animals on Broadway community festival has been successful year after year and enjoyed by throngs of two and four-legged walkers, ARF chose to revitalize the walk in 2007.

As such, *Paws on Parade* has received an "Extreme Makeover" and will morph into a .91 mile fundraising walk for people and dogs around the perimeter of Broadway Plaza in Walnut Creek, California. Please walk the walk for ARF at *Paws on Parade* on Sunday, May 20, 2007, then stay and play at Animals on Broadway immediately following this exciting parade.

By registering friends, family, scout troops, class students, clubs or companies as a "Pack" or registering as an individual, walkers and their dogs can help save the lives of abandoned dogs and cats. For their monetary pledges, all walkers receive a bounty of great gifts and also a heart felt thanks from ARF for being a part of its life-saving work.

Individuals interested in learning more about *Paws on Parade* "fun"draising should attend its kick-off event on Wednesday, February 21 at 6:30 p.m. at ARF's shelter or visit http://www.arf.net/About_ARF/Events/POP/index.html. Refreshments will be provided at the kick-off meeting and everyone leaves with a free gift!

Funds raised from this fantastic fundraiser 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...™.

###