



**FOR IMMEDIATE RELEASE**

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**TONY LA RUSSA'S ANIMAL RESCUE FOUNDATION NAMES  
NEW ANIMALS PROGRAM DIRECTOR AND DEVELOPMENT MANAGER**

*Carolyn Goodrich and Jill Cooney Accept New Leadership Roles at ARF*

WALNUT CREEK, California – July 16, 2008 – Tony La Russa's Animal Rescue Foundation (ARF) is pleased to announce the promotion of Carolyn Goodrich as its new animal programs director and the addition of Jill Cooney as new development manager. Ms. Goodrich's and Ms. Cooney's responsibilities are effective immediately.

With a life-long passion for animals, Ms. Goodrich brings with her more than eight years of experience in the animal welfare industry. In her most recent position at ARF, Ms. Goodrich was responsible for the intake of close to 2,000 dogs and cats from public shelters, while also performing temperament tests, maintaining records and developing and implementing behavioral modification plans for ARF's shelter guests, in addition to authoring numerous behavioral articles and publications. In her new role as animal programs director, Ms. Goodrich will be responsible for developing, advancing, and implementing ARF's animal welfare programs and services, while providing leadership for intake, animal care, dog training and adoptions in support of ARF's mission. A native of California, Ms. Goodrich graduated from Oregon State University with a Bachelor of Science in Zoology.

Ms. Cooney brings a dedication to animals with nearly 20 years of nonprofit animal related management experience. Ms. Cooney possesses a diverse range of skills, having previously served in executive leadership capacities for Bay Area and International animal advocacy organizations as well as director of adoption and behavior and training for San Francisco SPCA. Ms. Cooney has also shared her experience by speaking at national conferences and volunteering with local rescue, shelter, advocacy, and feral cat spay/neuter groups. As development manager, Ms. Cooney will assume responsibility for the management and daily oversight of all annual giving programs, as well as maintaining donor relations and increasing cultivation and awareness through expanded programs and community outreach. Ms. Cooney will report to ARF's development director.

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