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TONY LA RUSSA'S ANIMAL RESCUE FOUNDATION UNVEILS NEW LOOK

Debut of New ARF Website

WALNUT CREEK, California – December 1, 2008 – After many months of designing and conceptualizing, Tony La Russa's Animal Rescue Foundation (ARF) is thrilled to present a sparkling and exciting new look to its website – www.arf.net. In a constant effort to improve its message, ARF's website has been revamped, receiving a complete overhaul with exciting new colors and even more valuable information on ARF's life-saving work.

In partnership with Young & Rubicam of San Francisco, www.arf.net debuted on Saturday, November 29, 2008. Young & Rubicam worked tirelessly on ARF's new website, donating 100 percent of their exceptional services. The website features easy navigation and access to important links such as ARF's people connect programs, adoptable animals, dog training classes, events, and so much more. Elena Bicker, ARF's Executive Director, shares, "Thanks to the generosity of Young & Rubicam, ARF is able to improve efficiencies for re-homing animals and helping those in need without any out-of-pocket expense. Their expertise and thoughtfulness means ARF's focus and budget remains on target." ARF encourages everyone to visit and enjoy all the new features at www.arf.net.

ARF saves the lives of loving dogs and cats that have run out of time at public shelters and 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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