



FOR IMMEDIATE RELEASE

February 24, 2009

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THE BUSINESS OF SAVING LIVES

Tony La Russa's Animal Rescue Foundation Presents Shelter Wellness Conference

WALNUT CREEK, California – February 24, 2009 – Please join Tony La Russa's Animal Rescue Foundation (ARF) at its fifth annual *The Business of Saving Lives* conference. This two-day conference offers informative workshops on animal behavior, shelter wellness and business practices. The conference will be held Saturday-Sunday, March 14-15, 2009 at ARF's Walnut Creek shelter.

The Business of Saving Lives is a must attend for individuals already working in the animal welfare industry or those interested in a life-saving career. Sessions provide attendees with practical information and tools for promoting community awareness, fundraising and attracting community support. Clinics are presented by experienced and knowledgeable leaders from the shelter field, including Rich Avanzino of Maddie's Fund, ASPCA's Dr. Emily Weiss, and Dr. Jyothi V. Robertson and Martin Smith from University of California at Davis School of Veterinary Medicine.

Hurry! Space is limited for this exciting weekend and drop-ins are not accepted. For additional information on *The Business of Saving Lives* and to pre-register for this conference, please visit <http://www.arf.net/about/events/bosl/index.php>

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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