



FOR IMMEDIATE RELEASE

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MAKING SPIRITS BRIGHT WITH HOLIDAY PET FOOD DRIVE

Tony La Russa's Animal Rescue Foundation Collects Donations to Help Families

WALNUT CREEK, California – November 25, 2009 – This holiday season, Tony La Russa's Animal Rescue Foundation (ARF) will lend a paw to those in need, filling bellies and warming hearts. In partnership with the Salvation Army and Peet's Coffee & Tea, ARF will collect cat and dog food donations to help local pet guardians provide for their families. The Holiday FoodShare Drive runs November 27 through December 30, 2009.

Financially strained families are sometimes forced into difficult decisions over the fate of their furry family members. "No one should have to choose between feeding themselves or their beloved pet," says Elena Bicker, Executive Director of ARF. "Contributions to the Holiday FoodShare Drive will help keep pets at home with their families and out of the already over-crowded animal shelters."

Even in a good economy, surviving the holidays presents its own unique set of challenges. "People in disadvantaged circumstances need the unconditional love of their pets more than ever during this time of year," says Bicker. Of the families that receive emergency food in Contra Costa County, 33% have children; 21% are seniors.

Donations requested are for cat and dog food, either wet or dry, that is unexpired and unopened. Donations may be dropped off at ARF's facility, located at 2890 Mitchell Drive, Walnut Creek, from 9 a.m. – 5 p.m. weekdays and Noon – 4:30 p.m. weekends, or at six Peet's locations, in Concord, Danville, Pleasant Hill, San Ramon, and Walnut Creek. Please visit www.arf.net for exact Peet's drop-off locations.

Food will be distributed to Contra Costa County families through the Salvation Army in Concord. Families in need of pet food assistance should contact the Salvation Army directly for information at 925.676.6180.

ARF saves the lives of loving dogs and cats who have run out of time at public shelters, giving another chance at life to animals who otherwise would have been killed. ARF provides the care and attention they need, including spay or neuter surgery, until a new home of their own can be found.

ARF's People Connect programs strengthen the human animal bond for the elderly, residents of assisted living centers, 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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