



FOR IMMEDIATE RELEASE

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PAWS ON PARADE

“Fun”draising Dog Walk Benefits Tony La Russa’s Animal Rescue Foundation

WALNUT CREEK, California – February 25, 2009 – Walk the walk for ARF at *Paws on Parade* on Saturday, May 3, 2009. *Paws on Parade* is a 1-mile fundraising walk for people and friendly dogs around the perimeter of Broadway Plaza in Walnut Creek, California – one of only two days of the year when the Plaza is closed to auto traffic. By registering friends, family, scout troops, class students, clubs or companies as a “Pack” or registering individually, walkers and their dogs raise money to help save the lives of abandoned dogs and cats.

By creating a personal webpage at www.firstgiving.com/tlraf and gathering monetary pledges in advance, walkers share their passion for animals and receive a bounty of great gifts. Sponsorship opportunities are also available to associate local businesses with this great community event.

ARF’s goal is to raise \$50,000 this year to rescue even more animals and bring the healing touch of animals to more people in need, as the demand for ARF’s services increases in these challenging economic times. ARF can do it- with lots of tail-wags and fun all around – only with your help. Registration begins at 8:30 a.m. with the walk starting at 10:30 a.m.

After *Paws on Parade*, ARF invites walkers to stay and play with thousand of animal-loving members of the local community at *Animals on Broadway*, a fun and positive festival celebrating people and pets.

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. In 2008 alone, ARF saved more than 2,000 cats and dogs.

ARF’s innovative People Connect programs are national models of excellence that provide the healing touch of animals and strengthen the human-animal bond for the elderly, residents of assisted living centers, teens at juvenile hall, grade school and high school students, and young children. 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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