



**FOR IMMEDIATE RELEASE**

**March 17, 2010**

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**ARF CELEBRATES 15<sup>TH</sup> ANNIVERSARY OF EMERGENCY MEDICAL FUND**

*Customer Appreciation Day March 27 at Concord Thrift Store*

WALNUT CREEK, California – March 17, 2010 – Tony La Russa's Animal Rescue Foundation (ARF) is hosting a Customer Appreciation Day on Saturday, March 27 in celebration of the 15<sup>th</sup> anniversary of the ARF Emergency Medical Fund<sup>®</sup> (EMF). The event will run from 10 a.m. to 4 p.m. at the organization's thrift store, located at 1950 Market Street, Suite H, in Concord.

To better serve the local community, the thrift store has been renovated in anticipation of the celebration with new carpet and a fresh coat of paint. Shoppers will receive 15% or more off all merchandise in the store. Refreshments will be provided, and raffle prizes awarded throughout the day.

All proceeds from the thrift store support EMF, providing veterinary care through ARF's clinic for the companion animals of low-income Contra Costa County residents. The program was started in 1995 by ARF volunteers to help animals whose caregivers lack the resources to provide necessary medical care. Hundreds of animals and their families are assisted each year, as ARF believes pet guardians should never have to choose between caring for themselves and caring for their pets.

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...<sup>®</sup>

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