



**FOR IMMEDIATE RELEASE**

**November 22, 2010**

**Contact:**

Elena Bicker  
925-296-3116  
ebicker@arf.net

**MAKING SPIRITS BRIGHT WITH HOLIDAY PET FOOD DRIVE**

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

WALNUT CREEK, California – November 22, 2010 – 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, KTVU and Safeway, ARF will collect cat and dog food donations to help local pet guardians provide for their families. The Holiday Pet Food Drive runs November 26 through December 30, 2010.

**Join ARF co-founder Tony La Russa on November 29 from 2:00 p.m. to 3:00 p.m. at Alamo Safeway, 200 Alamo Plaza, when he kicks off the Holiday Pet Food Drive by trading autographs for donated pet food!**

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 Pet Food 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, 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 – 5:00 p.m. weekends, or at seven Safeway locations, in Alamo, Clayton, Danville, Lafayette, and Walnut Creek. Please visit [www.arf.net](http://www.arf.net) for exact Safeway 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.

###

P.O. Box 30215 • Walnut Creek, California 94598 • 925-256-1ARF • Fax 925-977-9079 • [www.arf.net](http://www.arf.net)