



**FOR IMMEDIATE RELEASE**

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**HOLIDAY PET FOOD DRIVE KEEPS PETS OUT OF OVER-CROWDED SHELTERS**

*Tony La Russa's Animal Rescue Foundation Full Barrels = Full Bellies*

WALNUT CREEK, California – November 30, 2011 – This holiday season, Tony La Russa's Animal Rescue Foundation (ARF) will once again 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 through December 30.

The economic downturn has left more families struggling financially and some pet guardians may face difficult decisions to surrender or abandon their cat or dog. "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." Last year ARF was able to collect more than 12,000 pounds of pet food, enough to feed more than 600 cats and dogs for Contra Costa families in need. This year, with the help of the community, the organization hopes to feed even more.

Donations requested are for cat and dog food, 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, at ARF's Mobile Adoption at Broadway Plaza in Walnut Creek, or at seven Safeway locations, in Alamo, Clayton, Danville, San Ramon, and Walnut Creek. Please visit [www.arf.net](http://www.arf.net) for specific 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 at 925.676.6180.

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