



Tony La Russa's
**Animal
Rescue
Foundation**

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**TONY LA RUSSA'S ANIMAL RESCUE FOUNDATION HONORS
AMERICAN PET PRODUCTS ASSOCIATION FOR SAVING BOTH ENDS OF THE LEASH®**

Hope Award salutes APPA's dedication to the human-animal bond.

WALNUT CREEK, California – January 18, 2020 – Tony La Russa's Animal Rescue Foundation's (ARF) named the American Pet Products Association (APPA) as their most recent Hope Award recipient for the organization's tireless work to promote the human-animal bond. The award was named after an inspirational rescue dog who overcame steep odds to stand and walk again, and represents individuals and organizations that go to extraordinary lengths to achieve their goals.

"APPA has done incredibly effective work elevating human-animal bond benefits through their membership of more than 1,300 pet product manufacturers, importers, and distributors," said ARF co-founder Tony La Russa. "APPA extended essential, early support as our Pets and Vets program began its national expansion, and they've remained an enthusiastic, engaged, and creative partner."

ARF's Pets and Vets program is Saving Both Ends of the Leash® by pairing carefully-selected dogs rescued from overcrowded shelters with veterans challenged with PTSD and other mental health diagnoses. The program's national expansion includes a new 7,893 square foot Pets and Vets Center, scheduled to open later this year, which will serve as a training facility for partner shelters replicating ARF's shelter-to-service dog model, in an effort to serve more veterans and save more dogs throughout the country.

APPA CEO Steve King accepted the Hope Award at ARF's 29th annual Stars to the Rescue benefit show in Walnut Creek, CA.

"Throughout its history, APPA has developed and driven significant programs to strengthen the industry, increase pet ownership, and build awareness of the joys and health benefits of pet ownership," said King. "We're proud to be a part of the Pets and Vets program, serving the needs of both homeless animals and our military heroes."

About American Pet Products Association (APPA)

APPA is the leading trade association serving the interests of the pet products industry since 1958. APPA membership includes more than 1,300 pet product manufacturers, their representatives, importers and livestock suppliers representing both large corporations and growing business enterprises. APPA's mission is to promote, develop and advance pet ownership and the pet product industry and to provide the services necessary to help its members prosper. APPA is also proud to grow and support the industry through the following *initiatives*: Pets Add Life (PAL), Tony La Russa's Animal Rescue Foundation (ARF) Pets and Vets Program, the Human Animal Bond Research Institute (HABRI), The Pet Leadership Council (PLC), the Pet Industry Joint Advisory Council (PIJAC), Bird Enjoyment and Advantage Koalition (BEAK), and the Pet Care Trust. Visit www.americanpetproducts.org for more information.

About Tony La Russa's Animal Rescue Foundation (ARF)

ARF's core mission is the rescue of dogs and cats who have run out of time at public shelters, giving them a chance at life until a new home can be found. ARF couples this focus with innovative programs strengthening the human-animal bond for children, seniors, veterans, and people in disadvantaged circumstances. Through ARF, people experience the unconditional love and acceptance of dogs and cats to fulfill a mission of People Rescuing Animals ... Animals Rescuing People®. www.arflife.org



Elena Bicker, Executive Director of ARF, and Tony La Russa, Co-Founder of ARF, present Steven King (center), CEO of APPA, with ARF's Hope Award.

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[Photos and media kit available here.](#)