



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

FOR IMMEDIATE RELEASE

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ARF's HOLIDAY PET FOOD DRIVE KEEPS FAMILIES TOGETHER

Donate pet food locally or online November 29 – January 10

WALNUT CREEK, California – November 27, 2013 – In partnership with the Salvation Army, ARF's Holiday Pet Food Drive will once again lend a paw to those in need this holiday season. ARF will collect cat and dog food donations November 29 to January 10 to help local pet guardians provide for their furry family members.

Last year, more than 12,000 pounds of pet food were collected, enough to feed more than 600 cats and dogs in Contra Costa County. This year, with the help of the community, ARF hopes to feed even more. "Donated pet food can often be the help a struggling family needs in order to keep a beloved pet at home and out of overcrowded shelters," said Elena Bicker, Executive Director. "No one should have to choose between feeding themselves and feeding their pets. Through the generosity of animal lovers, ARF is able to ease a little bit of their burden during a time when families should be together."

For the first time ever, ARF has taken the annual donation drive online, making it possible for anyone in any location to donate food directly to ARF through YouGiveGoods.com. In addition, unexpired and unopened cat and dog food will be accepted at ARF's campus, located at 2890 Mitchell Drive, Walnut Creek, from 9 am – 5 pm weekdays and noon – 5 pm weekends. Please visit www.arf.net for details and to donate online.

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.

ARF saves the lives of dogs and cats who have run out of time at public shelters, giving them loving care and another chance at life until a new home can be found. ARF's innovative People Connect programs strengthen the human-animal bond for children, the elderly, and other people in need. ARF allows people to experience the unconditional love and acceptance of dogs and cats to fulfill our mission of People Rescuing Animals...Animals Rescuing People®.

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