



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

**FOR IMMEDIATE RELEASE**

**January 29, 2014**

**Contact:**

Stephanie Erickson  
(925) 296.3177  
[serickson@arf.net](mailto:serickson@arf.net)

**ARF PRESENTS BUSINESS OF SAVING LIVES CONFERENCE MARCH 29**

*10<sup>th</sup> anniversary conference features all-star line-up of animal welfare experts*

WALNUT CREEK, California – January 29, 2014 – ARF is celebrating a decade of our signature conference bringing practical information and valuable tools to animal welfare professionals and volunteers. This year's *Business of Saving Lives* conference will be held on Saturday, March 29, 2014 at ARF in Walnut Creek, and features attendees' favorite renowned speakers from previous conferences.

Choose from dynamic, inspiring sessions exploring adoptions, shelter wellness, dog training, legislation, collaboration, and more. Featured speakers include Rich Avanzino of Maddie's Fund; Sheila D'Arpino, DVM of Maddie's Animal Care Center; Jean Donaldson from the Academy for Dog Trainers; Kate Hurley, DVM, MPVM from UC Davis' Koret Shelter Medicine Program; and Kevin O'Neil and Emily Weiss, CAAB from the ASPCA who are certain to engage and excite conference-goers.

Space is limited and early registration is strongly encouraged. An affordable \$40 fee includes materials, continental breakfast, and vegetarian lunch. Register today to ensure your spot – the early-bird fee is only available until March 1! Visit [www.arf.net](http://www.arf.net) for registration, agenda, and session details.

At the core of ARF's 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 mission with innovative programs strengthening the human-animal bond for children, the elderly, and people in disadvantaged circumstances. 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..."®

###

2890 Mitchell Drive • Walnut Creek, California 94598 • 925-256-1ARF • Fax 925-977-9079 • [www.arf.net](http://www.arf.net)