



**FOR IMMEDIATE RELEASE**

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**THE BUSINESS OF SAVING LIVES**

*Tony La Russa's Animal Rescue Foundation Presents Shelter Wellness Conference*

WALNUT CREEK, California – February 8, 2010 – Mingle with animal welfare professionals at Tony La Russa's Animal Rescue Foundation (ARF) during the sixth annual *The Business of Saving Lives* conference. This two-day conference offers informative workshops on animal behavior, shelter wellness, and business practices. The conference will be held Saturday and Sunday, March 20-21, 2010 at ARF's Walnut Creek shelter on Mitchell Drive (off Oak Grove).

*The Business of Saving Lives* is a must-attend for individuals working in the animal welfare industry as well as those interested in a lifesaving career. Workshops provide attendees with practical information and tools on topics such as engaging the community, using social media, and keeping shelter pets happy. Sessions are presented by experienced and knowledgeable leaders from the shelter field, including Jean Donaldson, founder of The Academy for Dog Trainers at the San Francisco SPCA, veterinarian Dr. Stacy Fuchino of Animal Planet's *Housecat Housecall*, and Dr. Tess Kommedal from Ohio State University's College of Veterinary Medicine.

Secure your spot today! Space is limited for this exciting weekend; early registration is strongly recommended. Conference fee is \$60 for both days, with special early-bird pricing at \$50 available until February 22, 2010. Fee includes materials, continental breakfast, vegetarian box lunch, and Saturday networking reception. For additional information on *The Business of Saving Lives*, or to register for the conference, please visit [www.arf.net](http://www.arf.net).

ARF saves the lives of loving dogs and cats who have run out of time at public shelters, giving another chance at life to animals who otherwise would be killed. ARF provides the care and attention they need, including spay or neuter surgery, until a new home of their own can be found.

ARF's People Connect programs strengthen the human animal bond for the elderly, residents of assisted living centers, high school students, grade school students, and young children through programs that are national models of excellence. ARF programs allow people to experience the unconditional love and acceptance of dogs and cats. People rescuing animals...Animals rescuing people...®.

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