

## RAIDER NATION CAT CELEBRATION

Tony La Russa's Animal Rescue Foundation and the Oakland Raiders kicked off the football season with the Raider's wonderful support of ARF through a

special *Silver and Black* promotion to raise awareness of a wonderful, though often overlooked, population of adoptable cats and reach an audience who may not be familiar with ARF's adoption and other services. Beginning Friday, August 8, all silver and black adult ARF

cats (six months and older) were available free of adoption fees, thanks to the generosity of the Oakland Raiders! A designated portion of the facility was devoted to the more challenging

to adopt older and black kitties recruited especially for the promotion. The silver and black cats happened to also be aptly named after Oakland Raiders players, encouraging adopters to find a new member to add to their own home team. The section housing these feline athletes was decorated with artificial turf on the corridor floor, inflatable goal posts and raider and general football inspired insignia in paint on the borders of the glass condo fronts. All standard adoption criteria applied.

The special *Silver and Black* spectacular ran from August 8th through Sunday, October 19, 2008.

Additionally, all fans visiting ARF's shelter during this special promotion period were encouraged to enter a drawing hosted by the Oakland Raiders with the winner receiving a fantastic football gift courtesy of the *Silver and Black*! The ARF mobile appeared at McAfee Coliseum on Friday, August 8 during the Oakland Raiders' pre-season opener against the San Francisco 49ers. The event was promoted via ARF's website, the Oakland Raider's website, monthly e-newsletter "Paws Press" (distribution amount of 14,534), taglines on staff emails, ARF's hardcopy newsletter "The Scoop" (distribution of 18,829), flyers and prominent signage.

The total number of cats adopted during this period was 195. The number of Raider promotion cats was 27, constituting 14% of the total cats adopted within this period.

ARF's Executive Director is Elena Bicker and the Board President is Gregory L. McCoy. ARF is indebted to the Oakland Raiders for their wonderful and life-saving support of this special promotion.





ARF lost one of its most charismatic and hard working volunteers when Enid Schlichtman passed away on July 31, 2008.

The "little lady with the big warm

### ENID SCHLICHTMAN "LITTLE LADY WITH THE BIG WARM SMILE"

smile" joined ARF in 1992 and immediately pitched in to help care for the 60 cats housed at ARF's Walnut Creek "cattery". From there she went on to answering ARF's hotline, adoption counseling, and office work. Enid was also heavily involved in sewing and handcrafting wonderful home and animal creations and selling those items at ARF events, community adoption sites, flea markets and holiday boutiques to raise funds for ARF. Enid put in never-ending hours at ARF's Thrift Shop and anywhere else her help was needed, always taking more work to do at home.

In 1995, at the inception of ARF's Emergency Medical Fund® (EMF), Enid became one of ARF's original "EMF ladies" and worked tirelessly throughout the next 12 years to promote EMF and to make it one of ARF's premier programs. Enid continued to work

for EMF as long as she could even after being diagnosed with a terminal illness.

Enid was ARF's tiny dynamo but there was one thing she couldn't quite do – foster. As an ARF foster failure, Enid loved her little dog, Shelby, as well as the many cats that made their home with Enid for years, bringing much comfort to her during her illness and final days.

Enid's determination and perseverance inspired all of those who had the privilege to know her, to work with her, and to have her in their lives. ARF's Executive Director, Elena Bicker, said "Although Enid was small in stature, her smile and laughter could fill the room and she made a huge difference to the lives of animals." She will be truly missed, but Enid's indomitable spirit will live on forever in ARF's success.



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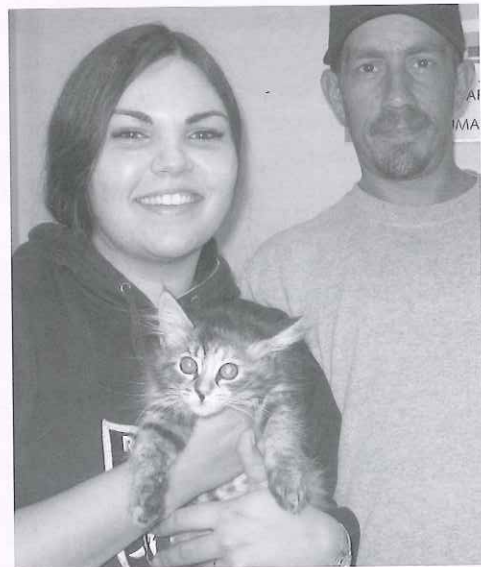
cats still apply, this special Silver and Black spectacular will run through Sunday, October 19.

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**All silver and black adult ARF cats are available free of adoption fees, August 8 - October 19.**

ARF cats are available free of adoption fees, thanks to the generosity of the Oakland Raiders! Please visit all the silver and black kitties aptly named after Oakland Raiders players - who knows, you might find a new member to add to your own home team. While standard adoption crite-

ria still apply, this special Silver and Black spectacular will run through Sunday, October 19. Additionally, all fans visiting ARF's shelter during this special promotion period are encouraged to enter a drawing hosted by the Oakland Raiders with the winner receiving a fantastic football gift courtesy of the Silver and Black! The ARF mobile was also stationed at McAfee Coliseum on Friday, August 8 during the Oakland Raiders' pre-season opener against the San Francisco 49ers. Loads of



*Rosalie, ARF's 10,000th cat adopted, went home with Jaclyn and Rob, avid Raiders fans.*

fun was had by all and thanks to the Oakland Raiders for their wonderful and life-saving support. Go Raiders!