



Animal
Rescue
Foundation

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ARF Unveils New Website and Brand at www.arflife.org

Redesigned site improves functionality and enhances customer experience to save more lives

WALNUT CREEK, California – February 13, 2015 – ARF is thrilled to announce the launch of its new website, a visual and interactive expression of the organization’s mission of “People Rescuing Animals...Animals Rescuing People...”® Simultaneously, ARF introduces a new domain name – www.arflife.org – reflecting the life-saving and life-enriching work of the accredited four-star nonprofit.

Easy navigation, a clean and modern look, and refreshed content engages visitors and showcases innovative programs for families, seniors, veterans, and people in need of pet services. Visitors can follow an easy path to learn how to adopt a dog or cat, locate resources, and register for classes, programs, and events. The site provides numerous avenues to support ARF’s mission in the form of donations, volunteer opportunities, and online shopping. The website was designed and built by Ludlow Kingsley, a Los Angeles-based creative studio.

“Our new website was created with user experience in mind and the latest technology to be compatible with a wide range of browsers and, most importantly, mobile devices so more people can easily access ARF’s programs and resources,” says ARF Executive Director Elena Bicker. “ARF’s new home on the web will make it easier than ever to connect hearts and inspire learning so we can save even more lives.”

About Ludlow Kingsley: Ludlow Kingsley is a creative studio that loves to conceive, design and build digital experiences for people, brands and events. They work on projects of all sizes, from designing cookie boxes to selling them on socially-engaged global platforms. The studio’s favorite work is typically their latest, as they tend to talk their clients in to doing something new and fun.

<http://www.ludlowkingsley.com>

About 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...”® <http://www.arflife.org>

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