

Yesterday, November 7, 2007, Tony La Russa, St. Louis Cardinals manager and co-founder of the Animal Rescue Foundation read "Banjo gets a B-A-T-H" to Target's dog, appropriately named Bullseye. Hundreds of Target employees at Target's Minnesota corporate headquarters joined in the noon time festivities as well as listen to Tony tell the ARF story.



Tony signed autographs, had photographs taken with employees, and met with many Target VIP's prior to attending a local school book reading event. With therapy dogs alongside him at the school, Tony read Banjo gets a B-A-T-H in both English and Spanish to second graders, who adored his animation and engaging personality. One little boy kindly shared with Tony and the media folks that he much preferred soccer over baseball. Another asked if Tony could get him a "ring like that".

There was one very touching moment at the school. One little girl was afraid of the therapy dogs and initially refused to join the group. After significant coaxing, the youngster garnered the courage to attend Tony's reading. After 20 minutes into the reading session, she was having the time of her life on the floor playing with the dogs.



That's the power of animals - their unconditional love and the magic they create.