



Media Release

Wednesday 23rd July 2008

Australian World Animal Day Ambassador announced

Today, a celebration of animal life in all its forms **World Animal Day** was first held in 1931 at a convention of ecologists in Florence. Initially a way of highlighting the plight of endangered species the day has grown and is widely celebrated in countries throughout the world. October 4 was chosen as **World Animal Day** as it is the Feast Day of St Francis of Assisi, the patron saint of animals.

The **World Animal Day** organisation has selected Animal Ambassadors throughout the world, seeking committed individuals to help spread the message of **World Animal Day**. Recently the Australian Ambassador was announced as Pam Ahern, the founder of Edgar's Mission Farm Sanctuary in Willowmavin, via Kilmore, Victoria. Pam is also an accomplished equestrian having won the coveted Garryowen Trophy at the Royal Melbourne Show on two occasions and is well know for her animal advocacy work.

"For as long as I can remember animals have always held a very special place in my heart, so much so that I have dedicated my life to the protection of them. It is indeed an honour to be called upon to be their ambassador and I ask everyone who cares about animals and wants to make a difference to be a part of this very special day" said Pam

World Animal Day is intended to be a celebration for anyone in the world who cares about animals and is not restricted to any one nationality, creed, religion, political belief or ideology. Nor is linked to any one individual, organisation or campaign, but belongs to everyone. **World Animal Day** is a wonderful initiative for uniting the animal welfare movement – and something that everyone, everywhere, can get involved in whether as a member of a large organisation, small grass-roots group or as an individual.

"We here at Edgar's Mission Farm Sanctuary are planning a huge day of activities for **World Animal Day**. Animals touch our lives in so many ways and our treatment of them says so much about the sort of person we are. We hope to see animal lovers from all walks of life here at the farm on Sunday October 5th, 10.00am till 5.00pm. The day is free and all are welcome but if you cannot make it here on the day I strongly urge everyone to make their own celebration wherever they may live".

Be part of something special - find out how you can get involved in celebrating
World Animal Day 2008 www.worldanimalday.org.uk or for more details about World Animal
Day @ Edgar's Mission Farm Sanctuary www.edgarsmission.org.au

Photos attached for media use, large file photos available upon request.

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**"If we could live happy and healthy lives without harming others... why
wouldn't we?"**