



World Animal Day – 4 October 2007 – Get Involved!

World Animal Day began in 1931, when ecologists at a conference in Florence nominated 4 October (the Feast Day of St Francis of Assisi, the patron saint of animals) as an ideal way of highlighting the plight of endangered species. Since then World Animal Day has evolved to encompass all animals and is celebrated in many countries.

The aim of the World Animal Day website is to unite the animal welfare movement by encouraging everybody interested in animals throughout the world to use this special day to express their love and concern for animals and to celebrate our unique relationship with the animal kingdom and the numerous ways in which animals enrich our lives. World Animal Day is not linked to any one individual, organisation or campaign, but belongs to everyone and that means YOU!

Please visit the official World Animal Day website at www.world-animalday.org.uk for ideas of how to get involved and in the resources section you will find everything you need to organ-



ise a successful World Animal Day event. It's all there waiting for you!

Many of the ideas are relatively easy to organise, however, if you feel like being a bit more adventurous, you will also find ideas that require a little more time and effort – but with a few helpers on board anything is possible.

The website features an event listing facility to provide free publicity to any group or individual who is doing something special connected with animals on or around 4th October. Whatever you choose to do, sign the pledge board on the website to show you care and to inspire others. Please spread the word and pass on the website address to anyone you know who might be interested in getting involved. You don't have to be an animal welfare campaigner or even a pet-owner to get involved — you just have to care.

For further information, contact Caroline Barker on 01242 252871 or email info@world-animalday.org.uk.

Photos: Thunder the Ocicat and Giant Tortoise by Chico Kidd, Noodles the Jack Russell by Amanda Joseph, Elephant by Mike Thomas.