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## PRESS RELEASE

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## WORLD ANIMAL DAY

You may not know it, but animals around the world have a special day all of their own. World Animal Day which takes place on October 4<sup>th</sup> was first launched in 1931 at a convention of ecologists to draw attention to the plight of endangered species. Its scope has since developed to encompass the animal kingdom in general.

In light of World Animal Day, Party for Animals Worldwide (PAW) is calling on people to remember the numerous animal charities around the world that work hard on our behalf to help and protect animals in need.

PAW is a unique and fairly new organisation that was created to help raise funds and awareness for animal charities, through live music events. PAW has already gained the support of numerous celebrities and music artists. International rock artist Pink performed at a special PAW launch concert last year that raised over £90,000 for six animal welfare and conservation charities. More recently UK artist Melanie C has joined forces with the organisation: "I'm really pleased to be supporting Party for Animals Worldwide. There are so many amazing animal charities out there and PAW provides an excellent opportunity to thank them for their admirable work," says Melanie.

Melanie adds about World Animal Day: "On October 4<sup>th</sup> try and do something to thank and support the dedicated animal organisations that we are lucky to have, whether it's taking a box of chocolates (for staff!) and some animal treats to your local animal shelter, a simple donation, sponsoring an animal in need or you could send a thank-you card to a charity you particularly admire...your thoughts and support will go a long way."

Visit the World Animal Day website [www.worldanimalday.org.uk](http://www.worldanimalday.org.uk) to learn more about this special day and for lots more ideas about how you can help celebrate October 4<sup>th</sup> 2008.

PAW will be hosting another music event in 2009 which will see them supporting the following five animal welfare and conservation registered charities: Animals Asia Foundation, SPANA, Wildlife Aid, The Monkey Sanctuary Trust and The Cinnamon Trust. For more information about PAW and the listed charities go to [www.partyforanimalsworldwide.co.uk](http://www.partyforanimalsworldwide.co.uk)

### Notes for editors:

- Party for Animals Worldwide (PAW) is a unique company dedicated to raising awareness and funds for animal welfare and conservation charities situated around the globe.
- PAW was officially launched on August 21<sup>st</sup> 2007 with the help of international rock star 'Pink' who donated her time and talent and performed at an exclusive concert that sold out to over 7,000 people. Six charitable beneficiaries were highlighted at the event and each received an equal share of profits raised through ticket sales (over £15,500 each).

- For further information about Party for Animals Worldwide (PAW), contact Katie Hobbs on +44 (0)1503 262532 or email [paw\\_info@yahoo.co.uk](mailto:paw_info@yahoo.co.uk) (pictures from previous PAW events & celebrity supporters available).
- World Animal Day was first launched in 1931 at a convention of ecologists to draw attention to the plight of endangered species. Its scope has since developed to encompass the animal kingdom in general.
- 4th October was chosen for the day because it is the Feast Day of St Francis of Assisi, the patron saint of animals.
- World Animal Day is intended as a day of celebration for anyone in the world who cares about animals. It is not restricted to any one nationality, creed, religion, political belief or ideology.
- World Animal Day is celebrated annually in many countries throughout the world. Co-ordinating bodies for these events are highly respected organisations - respectively the Animals Asia Foundation; National Council of SPCA's in South Africa; Singapore Society for the Protection of Animals; Education Division of the Maltese Government; Parlement des Philosophes at the Universite Marc Bloch - Strasbourg II; Foundation for Animal Welfare Cameroon; KSPCA Mombasa; American Society for the Prevention of Cruelty to Animals; Ross County Humane Society USA; Oregon Zoo; Animal Welfare League of South Australia; RSPCA Victoria Australia; Wildlife Alliance & Phnom Tamao Wildlife Rescue Centre in Cambodia; Lithuanian Society for the Protection of Animals; Anglican Society for the Welfare of Animals; National Zoonoses and Food Hygiene Research Centre in Nepal; SPANA Jordan; Mayhew Animal Home & Humane Education Centre; Horses and Ponies Protection Association; and the Australian Veterinary Association.
- The World Animal Day website was first launched in 2003 by UK-based animal welfare group Naturewatch. The aim of the website was to provide a free resource about World Animal Day, available to anyone in the world interested in promoting animal welfare. All organisations that use the website to list events are accorded equal status, irrespective of country of origin or size of group.
- For further information about World Animal Day, contact Caroline Barker on +44 (0)1242 252871 or email [info@worldanimalday.org.uk](mailto:info@worldanimalday.org.uk)