



• journo home

• pr home

• about

• help

• contact



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- Press Release Index
- RSS Release Feeds
- Help & Tips

Directories

- PR Companies
- Journalist Directory
- Editorial Jobs

Sister Sites

- Daryl Willcox Publishing
- FeaturesExec
- SourceWire
- Journalist Directory
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- DWPub Shop



CALLING ALL ANIMAL LOVERS! - Do you benefit from: ailurophilia, canophilia or philotherianism?

- Submitted by: The Bottom Line Consultancy
- Thursday, 25 September 2008

The unconditional love of pets is thriving worldwide - just over half of the households in the UK own a pet of some description, be it a cat, dog or something more exotic. Words now even exist to define the love of cats: “ailurophilia”, the love of dogs: “canophilia” and the love of animals in general: “philotherianism”! World Animal Day on 4th October provides an annual opportunity for animal lovers all over the world to unite in celebration.

According to statistics, people who own pets live longer, have less stress, and have fewer heart attacks so it is quite understandable why the world’s owners are encouraged to celebrate and be thankful for the diverse roles that animals play in their daily lives.

World Animal Day was started in 1931 and 4th October was chosen as it is the Feast Day of St Francis of Assisi, the patron saint of animals.

Pets have never been such an important part of the family - a recent survey by Organipets concluded that 64% of pet owners confide in their pets rather than spouse! As a result, owners are spending more and more time and money on lavishing them with gadgets and garments. The Blue Cross animal welfare charity has estimated that Britain's animal lovers will spend over £27 million on Christmas gifts for their pets this year! Previously niche products and services are now more mainstream in line with this escalated trend of the humanization of pets. These include ‘Doga’ (dog yoga) and ‘barkday parties’ (birthday parties for dogs)!

With increasing awareness paid to human diet and the constant reminders of ‘you are what you eat’, TV vet Joe Inglis has decided that it’s about time that the nation’s pets are paid the same attention. The increasing trend of pampered pets should extend to their diet as well as their wardrobe. Inglis, and the others spearheading the Campaign for Real Pet Food are hoping to do for pet food what Jamie Oliver did for school dinners.

Do your bit for World Animal Day and pledge your support to the Campaign for Real Pet Food at www.crfp.org.uk. The

greater the number of supporters means the greater the strength in their calls for change in pet food labelling. The Campaign for Real Pet Food team believe that generic terms such as 'meat and animal derivatives' and 'EC permitted additives' should be banned as they disguise the true contents from pet owners, meaning you never really know what you are feeding your beloved pet. Better foods means better best friends!

For more information about the Campaign for Real Pet Food please contact:

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