

Evolve Humanity

Rare Conservation

About Rare

Get Involved

World Animal Month

Ads

Press

Archive

Search

World Animal Month

"World Animal Day" is celebrated each year on October 4th. On this day, animal life in all its forms is celebrated, and special events are planned in locations worldwide. Many churches throughout the world observe the Sunday closest to October 4 (which will be October 3 in 2010) with a Blessing for the Animals. The holiday began in Florence, Italy in 1931 at a convention of ecologists. Their intention was to highlight the plight of endangered species. October 4th was originally chosen for World Animal Day because it is the feast day of Francis of Assisi, a nature lover and patron saint of animals and the environment.

In New York City on October 4th, and throughout the month of October — which is World Animal Month — Pedicabs will traverse New York City's highest traffic areas featuring provocative ads of endangered species that the Arlington, Va.-based global environmental organization, RARE (www.RareConservation.org), works every day of the year to protect. Wild postings of large "Animals don't need to evolve. We do."-themed ads featuring endangered species will also be widely distributed throughout New York City.

The ads were created by DIGO (www.digobrands.com), advertising, design and digital Agency for a Social World, which Fast Company recently cited as one of the 10 "Foremost World-Changing Agencies."

Just a few of Rare's other special events and campaigns around the world in October (World Animal Month) are:

- On October 17 the 3rd Annual Ko'ko Road Race will take place in Guam, to highlight the plight of the country's near-extinct territorial bird (the Guam Rail or Ko'ko). One of Rare's partners for this exciting event will be Adidas of Japan.
- RARE is running a Pride campaign in Mongolia to save the Taimen (world's largest salmon); they will increase the number of fishers who catch and release taimen back into the river by 15% by October 2010.
- By October 2010, 90% of villagers in the Yunnan Province's Baima will know that the Yunnan Golden Monkey is a precious species; 90% will know that fuelwood threatens the monkey, and will know the benefits of alternative resources: The local residents will be enabled to adopt fuel efficient solar water heaters, thus reducing the amount of trees logged for firewood.

Brutal Simplicity theme by [Kevin Burg](#)