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Announcement

WORLD ANIMAL DAY, OCTOBER 4

Why celebrate World Animal Day?

MISSION OF WORLD ANIMAL DAY

To raise the status of animals in order to improve welfare standards around the globe. Building the celebration of World Animal Day unites the animal welfare movement, mobilising it into a global force to make the world a better place for all animals. It's celebrated in different ways in every country, irrespective of nationality, religion, faith or political ideology. Through increased awareness and education we can create a world where animals are always recognised as sentient beings and full regard is always paid to their welfare.

To achieve this, we encourage animal welfare organisations, community groups, youth and children's clubs, businesses and individuals to organise events in celebration of World Animal Day. Involvement is growing at an astonishing rate and it's now widely accepted and celebrated in a variety of different ways in many countries, with no regard to nationality, religion, faith or political ideology.

Events are organised under the World Animal Day Umbrella by being publicised on this website and advertised using the World Animal Day brand and logo. Global branding effectively ties all events together and, over the years we have found this approach to be particularly helpful to grass roots groups who struggle to attract media attention in order to raise awareness of their work and fundraise. This draws attention to animal issues and makes them front page news – a vital catalyst for change. Each year the logo becomes more widely recognised as a global brand for animals. A brand that unites the animal welfare movement - firmly establishing itself as a platform for raising the status of animals.

Participation in World Animal Day will continue to grow until it reaches and connects animal advocates in all corners of the world. It's something that everyone can join in with, whether they are part of an organisation, group, or an individual.

Get involved and be part of something special: <http://www.worldanimalday.org.uk>

