

ANIMAL WELFARE ORGANISATIONS' TOOLKIT

#AnimalWelfare



WORLD
ANIMAL
DAY

OCTOBER 4

JOIN OVER
50 MILLION
ANIMAL LOVERS
ONLINE ON
OCTOBER 4!

worldanimalday.org.uk

CONTENTS

#SpeakUp



1 Contents

2 About World Animal Day

- A brief history of World Animal Day
- Who can take part in World Animal Day?
- Other toolkits

3 Which animals will you speak up for?

- Did you know?

4 Add an event to the website

- Why add your event to the website?
- How to add your event/submit an event
- This year's theme
- Win a logo pin!
- Mug design competition

5-7 Get an idea

- Keep your event animal-free
- Browse events
- A few ideas to get you started

8-13

Take inspiration from previous events!

- Events organised by animal welfare organisations
- Events organised by animal welfare organisations for children
- Events organised by animal welfare groups and coalitions
- Events organised by supporters
- Fundraising for animals in schools
- Submit an event

14

Let's get organised

- A few points to consider
- Larger events
- In your area

15

Promoting your event

- We can help!

16-18

Resources

- The World Animal Day logo/Logo in various languages
- Have your own logo banner printed!
- Free flag and bandana
- Other resources
- Browse World Animal Day toolkits and resources

18

The World Animal Day Ambassador programme

19

After World Animal Day

- Questions?
- Sign up for updates
- Share your media coverage with us



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ABOUT WORLD ANIMAL DAY

#TakeAction

World Animal Day recognises our unique relationship with animals and acknowledges the ways in which they enrich our lives.

Every year, a wide variety of [events](#) are organised around the globe under the World Animal Day umbrella.

Who can take part in World Animal Day?

World Animal Day is for everyone, with no regard to nationality, religion, faith or political ideology. **Everyone** can get involved and make a difference for animals!

It's particularly useful for animal welfare organisations, large or small, to:

- Attract media attention
- Raise your profile
- Increase awareness of your work
- Fundraise

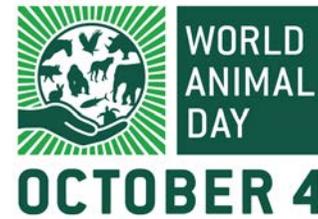
So, do you run an animal shelter? Are you a campaigning or educational organisation? Or perhaps you support animal welfare work in another country?

World Animal Day is the perfect opportunity to promote your work and the welfare issues that are close to your heart.



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A brief history of World Animal Day



The idea of World Animal Day was originated by Heinrich Zimmermann, a writer and publisher who was born in Warsaw, Poland but moved to Berlin, Germany.

He organised the first World Animal Day celebration on 24 March 1925 in Berlin, when 5,000 people attended!

In 1929, it was moved to October 4, the feast day of Francis of Assisi (the patron saint of ecology, including animals).

Every year, Zimmerman worked tirelessly on the promotion of World Animal Day. Finally, in May 1931, at a congress of the world's animal protection organisations in Florence, Italy, his proposal to make World Animal Day on October 4 universal was accepted.

Today, World Animal Day is celebrated in many ways around the globe!

It is now coordinated by [Naturewatch Foundation](#), a UK-based animal welfare charity that funds an annual grant. The grant programme only accepts applications from World Animal Day Ambassadors. See page 19 for more information on the Ambassador programme.

Other toolkits



Additional event toolkits are available on our [resources](#) page:

- General
- Children
- Ambassadors

There's also a toolkit for social media. Every year, #WorldAnimalDay reaches **over 50 million people** online - get your supporters involved too!

WHICH ANIMALS WILL YOU SPEAK UP FOR?

#AllAnimals

Regardless of your area of specialism, World Animal Day HQ invites your animal welfare organisation to join other advocates worldwide on the **only** day of the year that's dedicated to **all** animals and their wellbeing, including:



Wild animals



Marine animals



Companion animals



Animals used in tourism and entertainment



Animals used in experiments



Farmed and working animals

OCTOBER 4 IS THE ONE DAY OF THE YEAR THAT IS DEDICATED TO ALL ANIMALS!



Did you know?

World Animal Day has **over 90 Ambassadors in over 70 countries** – they're all dedicated to making the world a better place for animals.

Our Ambassadors host events too, acting as representatives to inspire action in their communities.

Find out more about the Ambassador programme on page 19. There's also a dedicated toolkit on our [resources](#) page.

Of course, we believe that EVERY day should be World Animal Day, but drawing crucial worldwide attention to welfare issues on October 4 is a huge step in the right direction.



ADD AN EVENT TO THE WEBSITE

#Events

The creativity and consideration that goes into World Animal Day events never fail to amaze us – so many inspirational activities take place each year!

But, for every event that is registered on the website, Google tells us that hundreds more take place around the world. When you decide to take part, please submit your activity to the website!

Why add your event to the website?

- Using the World Animal Day branding and logo (alongside other relevant logos) effectively ties all events, together. It shows the world that we're united for animals.
- We'll share your event on our social media channels, bringing extra online attention to your activity.
- You'll inspire others to add events too, either this World Animal Day or next year!

How to add your event

You will need the following information to add your event:

- Event Name
- Event Description
- Start Date
- Start time/End time
- Country
- Contact Name
- Contact Number
- Email
- Venue
- Organiser

There will also be an option to include one of our curated images and your social media accounts.

Submit an event

This year's theme

What's this year's World Animal Day theme? You'll find it on our [home page](#) in the 'What's happening around the world?' section.

Win a logo pin!

Enter our annual competition to suggest the **next** World Animal Day theme!



We'll share details of the contest on our social media channels and in our occasional email updates ([sign up here](#)).

Mug design competition

Every year, we will hold a competition to design the next World Animal Day mug!

The winner will receive a commemorative mug featuring their design! The contest is open to all ages and all countries.

Watch out for our competitions and share them with your followers!



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GET AN IDEA

#EventIdeas

Many of the events submitted each year are organised by World Animal Day Ambassadors and other animal welfare organisations. Their previous activities have included:

- Peaceful protest marches to either raise awareness of a specific animal welfare issue or, in many countries, to encourage the government to introduce animal protection legislation
- Veterinary treatment camps for working animals and stray animals
- Educational and awareness events
- Conferences and workshops
- Fundraising events such as concerts, sponsored walks and rescue centre open days
- School events, including animal-related competitions, presentations and education
- Workshops to educate the owners of working animals
- Spay and neuter campaigns and marathons
- Beach clean-ups and litter picking
- Rabies vaccination days

As well as animal welfare organisations, we also encourage others to speak up for animals, including:

- Individuals
- Schools and youth groups
- Sports clubs
- Veterinary practices
- Workplaces and businesses
- Universities and colleges
- Community groups

[Browse events](#)



Keep your event animal-free



Please do not use real animals as part of your event, unless the activity directly improves their welfare, e.g. exercise, adoption, spaying/neutering, vaccinating etc.

**YOUR ACTIVITY
DOESN'T HAVE TO
BE ON OCTOBER 4 –
CHOOSE ANY DATE
AROUND THAT TIME
THAT WORKS FOR YOU.**



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A few ideas to get you started

Locked in

Find a volunteer to spend a specified number of hours in a rescue centre's kennel or enclosure, only taking short comfort breaks.

Alternatively, get a local personality or businessperson to take part, asking them to raise a target amount for your shelter before being released.

During their time in the kennel, they can use a phone or tablet to contact the outside world for sponsorship.

Going, going, gone

Organise a fundraising auction!

Request a variety of items or services from local retailers, supporters and manufacturers.

Remember to acknowledge the donors of the items at the event.

Go online

Your event doesn't have to take place in person – online activities are a great way to engage with your supporters and find new ones.

Ask your followers to submit their favourite photo of their animal friend. Create a shortlist, then ask the public for votes.

Instead of a prize, the winners could feature in a charity calendar.

Host a market or car boot sale

Do you have a large field or car park available?

Host a car boot sale or market. As well as charging sellers and buyers, you could reach out to supporters to donate unwanted items for your own 'stall'.

(Depending on where you live, you might need to apply for a licence and may be limited to a specific number of spaces.)

Open your doors

If you have your own shelter or sanctuary, organise an open day.

Provide refreshments and arrange simple entertainment such as face-painting for children or invite a local band to show off their skills (a good distance away from the animals, of course). And, of course, everyone loves a raffle and fun dog show!

Pet pawtraits

Let your supporters and followers know you'll be creating pet portraits on a first come, first served basis.

Charge a fee for each portrait but let them know they might not be professional artist standard!

These can be time-consuming so it might be a good idea to ask volunteers to be the artists!

The charming results of similar [fundraising projects by rescue centres](#) have previously been hugely popular on social media and have raised thousands in donations.

Get the paintbrushes out

Are your premises in need of a lift? Invite a group of local schoolchildren to paint a bright and cheerful animal mural on a bare wall.

This will, hopefully, raise media attention – perhaps invite them to take 'before' and 'after' photos!

Alternatively, you could turn this into a fundraising venture by asking individuals for a donation in return for decorating a section of a wall in a design of their choice.

Name the newest resident

If you have a new resident (or litter) at your shelter or sanctuary, hold an online competition to name them!

Offer a small prize for the best suggestion(s). Perhaps the extra engagement might increase their chance of adoption.

Rescue reunion

If you're involved in rehoming, have a reunion party where adoptive families can bring their animals back for a visit (if appropriate).

They can find out about your current projects, and how they could support you, even if it's just sharing news of your work.

TAKE INSPIRATION FROM PREVIOUS EVENTS!

#BeInspired

Events organised by animal welfare organisations

From lobsters to turtles, from monkeys to elephants and from stray dogs to feral cats, animal welfare organisations have spoken up for countless species over the years on World Animal Day.

UK



2022 was the first World Animal Day where decapods were considered 'animals' in law.

On October 4, the CEO of **Crustacean Compassion** hosted a free online webinar featuring animals like crabs, lobsters and prawns (decapod crustaceans).

Ecuador



Fundacion Familia Amor Animal aim to relocate the animals in their care so, on World Animal Day 2022, they asked animal lovers to purchase square metres of a new refuge to house abused, neglected, and abandoned animals.

They also held a fundraising auction.

USA



In Florida, the **Sawgrass Nature Centre** celebrated World Animal Day 2021 by holding a tour day for visitors to come and visit the rescued wildlife they care for, educating guests on wildlife.

Egypt



For World Animal Day 2021, Ambassador organisation, the **Alexandria Wildlife and Sea Turtle Rescue**, released rehabilitated sea turtles back to the ocean, after nurturing them back to health.

Canada



Elephanatics created an online presentation in 2020, to educate Canadians about ivory poaching, habitat loss, and the continued exploitation of elephants by humans.

Brazil



Throughout the weekends in October 2022, **Centro de Adoção Natureza em forma** promoted animal adoption, identification, low-cost sterilisation and vaccination.

They also raised awareness of veganism and environmental issues.

Tanzania



Tanzania Animal Welfare Society celebrated World Animal Day 2020 with a week-long programme of vet services in poor, rural areas.

Their activities included sterilisation, rabies vaccination, disease treatment, and humane education.

Sierra Leone



The **Campaign Against Cruelty to Animals in Sierra Leone** marked World Animal Day 2020 with a themed event: 'Animals too Deserve Better'.

Over 60 community dogs were vaccinated, dewormed and washed. They were mainly brought by their child guardians.

UK



In 2022, visitors to **Remus Horse Sanctuary** were invited to an open day to meet the 200+ animals and learn about how the charity operates.

There was a range of activities for the whole family, including music, facepainting and stalls.

Philippines



Animal blessings are always a popular activity on October 4.

In 2021 in Manila, **Animal Kingdom Foundation** held a socially distanced drive-through event. Almost 100 animals attended!

Romania



As well as being a veterinarian and an Ambassador, Claudiu Iosim runs **Animed Arad**, an animal welfare organisation.

In 2022, he completed a marathon and half-marathon relay, wearing a World Animal Day t-shirt!

Nepal



Voice of Animals Nepal recognised World Animal Day 2021 by feeding animals in need, including hundreds of monkeys at the Nil Barahi Temple of Bode, who were starving due to the pandemic.

On the second day, they fed around 150 street dogs in Suryavinayak Municipality, along with cows and goats.

UK



In Northern Ireland, **7th Heaven** designated October to be Feral Cat Month.

In 2020, some of the cat food donated was used to feed around 100 feral and community cats.

Australia



Edgar's Mission Farm Animal Sanctuary held a vegan lunch in 2019 for 30 special guests.

The meal was followed by a tour of the sanctuary to meet some of its 450 residents.

Honduras



In 2019, the **Asociación Hondureña Protectora de los Animales y su Ambiente** held 'feeding time' for homeless animals in a district of Tegucigalpa.

They also distributed posters and leaflets advising the community that cruelty to animals is against the law.

Bangladesh



PAW Foundation spoke up for working horses on World Animal Day 2019.

A human chain was formed in front of the National Press Club in Dhaka lobbying against the abuse of working horses.

Costa Rica



Stop Animal Suffering Yes held a spay/neuter and veterinary care clinic in a low-income neighbourhood of San Jose notorious for its pet overpopulation.

The 2018 event also focused on educating the community to improve the conditions for dogs that guard their homes.

Taiwan



In 2019, the **Help-Save-A-Pet Fund**, collaborated with two well-known artists to organise a huge art exhibition and animal welfare lectures.

Also, over 50 celebrities such as singers, actors, models and vets united to launch an online petition to help improve the lives of Taiwan's animals.

Portugal



The **Association for the Protection of Animals in the Algarve** held a fundraising 'Quiz Lunch' for World Animal Day 2019.

Over 40 guests attended and were challenged with animal-related questions. Together with a raffle, the lunch raised over 400 euros, which was used for sterilisation and veterinary treatment.

Events organised by animal welfare organisations for children

Share your knowledge to create a kinder future! Teaming up with schools and youth groups is a fantastic way to share your experience with children who want to learn more about animal welfare!

Nigeria

In 2020, the **Humane Global Network** organised an educational event at a comprehensive college in Lagos.

Featuring art activities, talks and documentaries, the students were encouraged to show empathy and kindness to animals.

Liberia

The **Liberia Animal Welfare and Conservation Society** visited 46 schools in their region.

Each school organised a programme that included community awareness, a parade and educational activities.

South Africa

At their project, Lionsrock Big Cat Sanctuary, **Four Paws South Africa** teamed up with **Humane Society International Africa** to provide an educational experience for 20 children and their teachers.

Their exciting day included breakfast, craft projects, visiting the centre's big cat residents, and taking the #LionLongevityOath!

Cameroon

In 2018, children were enthusiastic to learn from **International Organisation for Animal Protection** volunteers about how to care for and interact safely with dogs.

Hong Kong

In 2018, the **Society for the Prevention of Cruelty to Animals** organised a pet-themed parent-and-child workshop to draw attention to abandoned animals.

India

Voiceless India created three competitions for World Animal Day – two art contests, and one writing contest.

Students and schools from all over India sent in their beautiful artworks and well-written short stories, with a 'Spectacular World of Wildlife' theme.

Ukraine

Natalie Sorokopud, **World Animal Day's Ukrainian Ambassador**, taught school children about the needs of animals, dogs' body language and the basics of how to behave around dogs.

Nepal

In 2019, the **Himalayan Animal Rescue Trust** held an inter-school art competition between 14 schools in Pokhara, followed by an exhibition of their work.

Children were asked to think about animals and our responsibility towards them.

Events organised by animal welfare groups and coalitions

If you're part of a membership group or coalition, ask other members to get involved in World Animal Day too!

- The [World Federation for Animals](#) is a membership organisation founded by, and for national, regional, and international animal protection organisations. At an online event on October 4, 2022, speakers explored what policy-making can do and shared successful experiences that have made a positive difference for animals.
- In 2021, [Eurogroup for Animals](#), an animal protection lobby group in Belgium, held a virtual event, discussing an upcoming EU review on animal welfare legislation as well as their demands for important changes.

Events organised by supporters

How creative are your supporters? You work in a busy environment and might not have time to dedicate to organising an activity.

Why not ask your followers to organise a fundraising or awareness event on your behalf?

Previous events held in support of animal welfare charities have included abseiling, school non-uniform days and marathons!

You'll need to reach out to people in plenty of time:

- Email your existing supporters.
- Post an appeal to your followers on social media.
- Ask for support on the fundraising page of your website, mentioning World Animal Day.
- Contact local businesses, including veterinary practices.
- Universities and schools* often raise funds for charities – enquire about becoming one of their chosen beneficiaries.

Don't forget to use the [World Animal Day logo](#) in your communications!

(Continued on the next page...)

REACH OUT TO YOUR FOLLOWERS AND SUPPORTERS – WILL THEY SUBMIT AN EVENT TO SUPPORT YOUR WORK?

Fundraising for animals in schools



* In 2021, Bailey, a 10-year-old British girl, launched a petition, asking the Department for Education to approve World Animal Day as an annual fundraising day for animals in schools. She was disappointed that most school fundraising efforts are usually aimed at human-focused charities.

Her petition gained over 29,000 signatures!

Why not tell **your** local schools about your animal welfare work and ask them to support you?



These are just some of the World Animal Day events organised by supporters of animal welfare organisations and charities.

Submit an event

UK



Sudean Veterinary Clinic supported two local charities in 2022 – the **Cats Protection League** and **Forest of Dean Dog Rescue**.

They asked their community to donate blankets, clothes, toys, treats and other items.

The practice also held a cake sale to raise crucial funds for animals in need.

UK



Aliz Szappanos crocheted 30 hedgehog pairs to raise funds for **Brent Lodge Wildlife Hospital** in 2021.

She encourages others to use their talents for rescue centres too!

Denmark



Fehmarn Belt Contractors I/S invited a guest speaker to share information on **The Orangutan Project** in 2022.

They also hosted a 'Bring Your Dog to Work Day'!

The company raised further donations via calendar sales and supports animal charities by returning bottles and cans.

UK



In 2022, **St Bernadette's School** took a whole-school approach to World Animal Day.

From 'Wear it Wild' for Foundation Stage children to WWF's 'Walrus from Space' for Year 6, students learnt about animal welfare and protecting the environment.

Donations were invited in aid of the **World Wildlife Fund**.

Canada



Roxi Books held a 2021 fundraiser for the **Happy Herd Farm Sanctuary** in British Columbia.

The goal was for partial proceeds from sales of their children's books to purchase a ton of hay by Christmas that year.

LET'S GET ORGANISED

#GettingOrganised

Many animal welfare organisations regularly hold events, on October 4 and other days – some might even have their own fundraising staff and a team of volunteers.

But, in case you're new to organising an event, we've included a few tips below to guide you. And don't forget, it doesn't have to be a huge, public activity – small events are fantastic too!

A few points to consider

- Once you decide that you want to hold a World Animal Day event, the months will pass like days so start planning early!
- Check if any other events are being held on the same day in your area. If an activity clashes, choose a different day so that you don't lose your audience. It doesn't have to be on October 4 itself.
- Hold a brainstorming session with anyone who's helping and agree on task allocation.
- Ask permission from the local authorities well in advance, if necessary. You might even need authorisation for litter picking, depending on who owns the land.
- Keep an eye on the 'countdown clock' on the World Animal Day [home page](#) to check how much time you have left to get organised!

Larger events

If you're organising a larger, public event, you might also need to think about the following:

- Risk assessments
- Insurance
- Signage
- Parking/attendants
- First aid
- Toilet facilities/cleaners
- Staff/volunteers
- Litter picking and waste disposal
- Publicity (see page 15)
- Venue capacity and restrictions
- Access and facilities for people using wheelchairs
- Equipment and generators (borrow or hire)
- Entertainment licensing, including public film screenings and music
- Regulations regarding food preparation, storage, serving, labelling

In your area

These lists are not exhaustive – legislation and guidance will vary by country.

Check online to find current advice on organising an event in your area.



PROMOTING YOUR EVENT

#BeTheirVoice

The biggest issue with any public event is not having enough attendees. Don't let your hard work be in vain – it's essential to 'sell' your event to as many people as possible.

And don't leave it too late, or they might have made other plans for the same day!

- Advertise your event regularly, then increase its promotion during the week leading up to the activity.
- [Submit your activity](#) to our [events](#) page. You'll find details of how to add an event on page 4 of this toolkit.
- If you're holding a public event, write an engaging press release. Send it to local newspapers, radio stations, clubs, relevant groups, and anyone else you can think of who will be able to help you promote your event. You can find an overview of World Animal Day on the [about us](#) page if you need it.
- Invite a 'personality' to open your event. You don't have to recruit a big movie legend – maybe the mayor or a local sports star. This would provide the media with a good photo opportunity.
- Contact the editor of community newsletters and ask them to include information about your event.
- Do you have community notice boards in your area? Find out who controls them and ask if you can include your event.
- Display flyers at veterinary clinics, pet shops, dog training clubs, kennels and catteries, rescue centres, vegan/vegetarian cafés and restaurants etc. Also ask local shops to display your signs.
- Create an event on your social media pages. If you have a budget, try boosting the post to reach a wider audience.
- Ask your supporters and followers to advertise your event on their social media channels.

We can help!

After your event is on the website, we'll share it on our channels!

Don't forget to use the #WorldAnimalDay hashtag and tag us in your posts:

-  **Facebook**
[@WorldAnimalDayInternational](#)
-  **X (previously Twitter)**
[@worldanimalday](#)
-  **Instagram**
[@worldanimalday](#)
-  **LinkedIn**
[@world-animal-day](#)
-  **TikTok**
[@worldanimaldayhq](#)

RESOURCES

#SpeakUpForAnimals

The World Animal Day logo

The World Animal Day logo is available in various languages.

Include the official logo in advertising and promotional material for your event, including:

- Press releases
- E-newsletters
- Leaflets
- Posters
- Banners
- Stickers
- T-shirts, etc.

(Please refer to the guidelines when using the logo. You'll find them below the logo on the [resources](#) page.)



Logo in various languages

Have your own logo banner printed!



If you need a sturdier version of the World Animal Day flag, why not have the logo printed on your own banner?

Every year in the lead-up to October 4, World Animal Day coordinators, [Naturewatch Foundation](#), hang this weatherproof version outside their office in the rainy UK.

Let us know where **you** use the logo!



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Free flag and bandana

We'll offer a free World Animal Day logo flag and a dog bandana to everyone who adds their first event to the website around October 4!

Use your flag and colourful bandana to help promote your activity.

How creative will you be with your flag?

(Make sure you [submit your event](#) early, so we can get them to you in time!)



Edgar's Mission, Australia



Cheltenham Animal Shelter, England



Hope Rescue, Wales



Animed Arad, Romania



Baba



Lucas



Ron



Mint



Other resources

- **Social media resources**

Raise awareness of World Animal Day on October 4 and throughout the year. You'll find plenty of useful resources in our Social Media Toolkit.

- **Working with children?**

If your event involves activities with young people, browse our toolkit for anyone who works with children.

- **Selfie signs**

Ask your supporters and followers to tag you (and World Animal Day HQ) in their photos with one of the downloadable selfie signs.

Browse World Animal Day toolkits and resources

I care about animals!



We care about animals!



Happy #WorldAnimalDay!



A4 'I/We care about animals' signs for selfies and social media (*English only)

A4 'Happy #WorldAnimalDay' sign for selfies and social media (*English only)



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The World Animal Day Ambassador programme



After you have successfully organised a World Animal Day event, you could be eligible to become one of our voluntary [Ambassadors!](#)

If you work in animal welfare, read about the role, and its responsibilities and benefits, in our Toolkit for Ambassadors - you'll find it on our [resources](#) page.

The toolkit also includes details of the annual World Animal Day grant. If you would like to find out more, please contact:

natasha@worldanimalday.org.uk



AFTER WORLD ANIMAL DAY

#YouDidIt

We hope that taking part in World Animal Day is a positive experience and that you'll join us every year on October 4!

If your first event doesn't go exactly according to plan, don't be discouraged from taking part again next year. This time, you'll gain valuable experience and resources. You'll also make contacts that will help make it run more smoothly next time.

After your event has taken place:

- Post some great photos of your event on your own social media channels and tag World Animal Day HQ so that we can share your update. Our details are on page 15.
- If supporters were fundraising for you, ask the local press to cover the 'cheque' handover with a photograph. (Don't forget to tell them that the event was for World Animal Day.)
- Give yourself an honest assessment of your event and ask your team and volunteers for their input. Write a short report reflecting on both the good and not so good, noting any changes to make for the next time.
- Send a letter of thanks to the venue, speakers, special supporters, sponsors, VIP visitors and individuals or companies that donated services or equipment etc. Make sure they know how valuable their support has been.
- Finally... start making plans for next year!

Together, we will make animal welfare the priority it deserves to be.

World Animal Day HQ



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Questions?

If you have any queries about World Animal Day, please get in touch:

info@worldanimalday.org.uk

Sign up for updates

Share your media coverage with us



World Animal Day coordinator, Sarah Carr,
on Newsy TV on October 4, 2022

Let us know if your World Animal Day event is covered by the media on October 4!

We'd love to share your news on our channels. Just tag us – you'll find our social media accounts on page 15.