

Celebrate 100 Years of World Animal Day by Donating a Dinner to Animals in Need

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Animal Welfare Charity urges the public to 'Donate a Dinner' to their local rescue centre on October 4th

This October 4 marks the 100th anniversary of World Animal Day, and animal lovers are being urged to celebrate by taking part in Naturewatch Foundation's 'Donate a Dinner' campaign – helping to feed animals in rescue centres as they wait for their forever homes.

Cheltenham-based charity Naturewatch Foundation, who coordinates World Animal Day worldwide, has already marked this milestone by donating 100 dinners to Vale Wildlife Hospital, supporting the incredible work they do to care for injured and orphaned wildlife.

With rescue and rehoming centres under growing pressure from rising numbers of abandoned animals, community support has never been more important.

Sarah Carr, CEO of Naturewatch Foundation and coordinator of World Animal Day, said:

"World Animal Day on October 4 is the biggest day of the year for animals, and this year is extra special as we celebrate its centenary. Donating a dinner is such a simple but powerful way to show kindness. Every meal donated helps an animal in need and supports the incredible people who care for them."

"This year, to celebrate 100 years of World Animal Day, we proudly donated 100 dinners to Vale Wildlife Hospital, and we'd love for others to get involved too."

There are several simple ways to 'Donate a Dinner':

? Drop a packet or tin in your rescue centre's collection box, or food bank collection point

? Take your food donation directly to your local rescue centre

? Purchase items from a centre's Amazon Wishlist

? Donate the cost of a meal through their website

Natalie Gould at Vale Wildlife Hospital said:

"We are thrilled to have been chosen for support during the 'Donate a Dinner' Campaign. With over 8,000 British wildlife casualties coming through our doors annually, food costs for the charity are exceptionally high. The 'Donate a Dinner' Campaign is a fantastic way to support animal charities, and your support means we can feed more sick, injured and orphaned wildlife. Thank you, from all at Vale Wildlife Hospital."

Sarah Carr added: "Don't forget – if you're struggling to feed the animals in your family, there is help available. Larger charities, including the RSPCA, Blue Cross and Dogs Trust, all run pet food banks to help animals stay with their families during these unpredictable times."

If you'd like to get involved further on World Animal Day, you can host an event, take part in the 100K Challenge, or pledge an act of kindness for animals. Full details and resources can be found at worldanimalday.org.uk.

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