

National Pet Month 2011 summary

2nd April – 2nd May 2011

2011 was another brilliant year for National Pet Month



- Media interest continued both nationally and regionally - NPM is definitely a calendar event not to be missed! Millions of people had the opportunity to see National Pet Month articles in the national, regional or specialist press, with around 300 pieces of coverage as well as a radio day. The majority of this press coverage highlighted the promotion of responsible pet ownership and healthy pets, and coverage was spread through national, regional, consumer, educational and specialist vet/trade/pet publications.

- Crufts provided the public launch to the Month's activities, with a 'pin the tail on the dog' competition attracting great interest and a great opportunity to work with Platinum sponsors Royal Canin.



- Nearly 16,500 visits made to the revamped National Pet Month website www.nationalpetmonth.org.uk in the run up and during the month, looking at 57 000 pages. The supporters' database now runs to over 3600 names of pet-loving businesses (including vet practices and pet shops), pet charities, schools and individuals, all wanting to keep in touch with National Pet month news.



- There were over 300 events registered on the site and over 530 event packs sent out. There were also Blue Cross tea parties, Canine Partners bluebell walks and Cats Protection talks during the Month. Events were easy to find using the new interactive map.

- Thousands of pounds (with more to be declared) raised for at least 20 animal charities



- National Pet Month entered the social media through Facebook and Twitter. The Facebook site has 217 'likes' to date, and there were 200 click throughs to the NPM website from Facebook. The Twitter feed currently has 436 followers (including celebrity vet Marc Abraham and the European Commission!) and is included on 8 lists.



- A photographic competition was run in conjunction with Your Cat and Your Dog. Called 'Pets in Love' it celebrated the love between people and their pets to tie in with the Royal Wedding.

- The Pet Nose Day schools art competition encouraged children to get in touch with their creative side and make a mask of their favourite pet. More people came to the National Pet Month site from Times Educational Supplement website than from any other site, showing NPM's impact in schools, and the site was listed by Twinkl and Scholastic, while schools papers First News and Primary Times were amongst the educational publications covering the Month.



- Thanks to our 2011 sponsors – Royal Canin and Companion Care

Why not get involved in National Pet Month 2012? It takes place from 7 April - 7 May.

Visit www.nationalpetmonth.org.uk

National Pet Month is a registered charity number 1114880. The Trustees are:



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