

Brussels, 6 October 2006

## **A new look for Eurogroup**

**Eurogroup, the EU Animal protection lobby, changes to a new, stronger look to foster animal protection across Europe.**

Today, the EU federation of animal welfare organisations in Brussels will present its new name and its new look. The organisation, once called Eurogroup for Animal Welfare, has been through many changes over the last 25 years due to the increasing number of EU Member states and animal welfare issues.

Eurogroup responds to these changes through a new name: **Eurogroup for Animals** and a new strong and fresh brand identity designed to have impact. The change is aligning the image of the pressure group with the ever-growing importance of animal protection as a Community value.

Sonja Van Tichelen, Director of Eurogroup says:

“Together with our members, supportive politicians and civil servants and millions of caring citizens, we have worked hard to gain recognition at EU level that “animal welfare” matters. This is reflected by the first Community Action plan on Animal protection published early this year and by the integration of animal protection in other EU Policies, such as the sustainable development strategy, the Common Agriculture Policy and research.

Our new look symbolizes our enthusiasm to build on past achievements and to continue our work in a network which now includes organisations from the 10 new Member states and accession countries.”

**Ends**

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New website: [www.eurogroupforanimals.org](http://www.eurogroupforanimals.org) (from 9<sup>th</sup> October)