



Successful kick-off for the young Tierbotschafter.ch foundation

Fahrweid, May 2013 – The young Tierbotschafter (animal ambassador) foundation is prospering. Since its inception in June 2012 it has met with much sympathy and appreciation for personal efforts and spreading the just message of animal welfare. The foundation aids various national and international animal welfare projects of individual exponents as well as small organisations. It relies on modern communication and a growing network of animal ambassadors. Meanwhile, 18 members - with new ones constantly joining - are not only airing their personal views on banners, but also visibly backing them. Basically anyone who consents to the basic foundation values and shares the ambition of supporting animal welfare can become an animal ambassador.

All members are seen on the latest foundation news poster, as well as at www.tierbotschafter.ch

It's now a year since Brigitte Post conceived the idea of animal ambassadors. She then sought supporters and sponsors to help spread the messages pertaining to the welfare of animals. And in record time the marketing specialist, along with the animal rights activist Magda Muhmenthaler and the economist Esther Hiltbold, established the federally regulated Tierbotschafter.ch foundation – with all business aspects such as registration with the commercial register, notarization, tax exemptions etc. respectably taken in account.

The concept met with open ears and eyes and the first 12 ambassadors were soon on the spot, brandishing their respective messages on placards held high. Response from the public and media was also favourable. The successful launch of the foundation is also owing to the valuable support of donors and sponsors, as well as the lean organizational structure. Naturally this implies a lot of voluntary effort and commitment. However, it's the small steps forward and each and every animal saved that provide the necessary passion and drive.

"We are receiving more support requests than we can actually fund. This illustrates the tremendous suffering that prevails on the streets. Especially in areas where animals are culturally considered inferior beings, their hardship is unthinkable. Animals are not only being ignored but also brutally beaten and eliminated. This is where the animal rights activists come in as sole means of salvation. Each of the animal rights activists we support must endure great hardship, offence and much frustration on a daily basis – for which we are much obliged and our deep appreciation and respect goes out to them!" Brigitte Post said.

The foundation supports the following animal protection projects:

- Elderly Mr. Milev and his team in Bulgaria: street dogs
 - Eva in Málaga, Spain: street cats
 - Michèle in Agadir, Morocco: street cats & street dogs
 - Ana in Seville, Spain: street dogs
 - Miriam & Buschi in the Dominican Republic: castration campaign in Sanchez
 - Gabi in Ticino/Switzerland: cares for and neuters wild cat populations
 - Heike & Anja in Thailand: street dogs
 - Agnes & Peter in Turkey: donkey emergency
 - NEW: „Hörnerfranken“ in Switzerland: IG-Horn and Armin Capaul petition www.valengiron.ch
 - NEW: ADOPT A DOG: "Don't buy – adopt" & "No animals via Internet"
- Details and updates on projects: <http://www.tierbotschafter.ch/de/tierprojekte.html>

Contact

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