

To: Federation Secretaries  
Denman Ambassadors

Cc: Federation Chairmen  
NFWI Board of Trustees  
NFWI Senior Staff



**Spend the Day with PDSA**  
**Thursday 11 May 2017, Denman, Oxfordshire**  
**Attendance is FREE**

We are without doubt a nation of animal lovers. Around 13 million UK households have pets, tens of thousands of us support animal welfare causes and millions more admire cute animal photos and videos on social media.

Vet charity PDSA has been looking after sick and injured pets of people in need for nearly 100 years. They have treated over 20 million pets since they were set up in 1917 by animal lover and philanthropist Maria Dickin.

Maria was also responsible for instituting the PDSA Dickin Medal, the animal equivalent of the Victoria Cross, which aims to raise the status of animals in society by recognising acts of bravery and devotion to duty in the theatre of conflict.

In a very special third visit, the WI welcomes PDSA and two of its celebrity ambassadors to Denman to share in a day of knowledge, nostalgia and all things pet related!

TV vet Steve Leonard will share stories of lions, tigers and bears along with the everyday cats, dogs and small furries he sees in practice. PDSA Director General Jan McLoughlin will talk more about the work of PDSA saving pets and changing lives, and star of small screen and national treasure Pam St. Clement will share anecdotes from her own life, and that of her ever-popular character in EastEnders, along with her love and passion for animals.

Join us for interesting and enlightening sessions covering:

- **PDSA today – keeping pets and people together across the UK**
- **PDSA and me with TV vet Steve Leonard**
- **Pam St. Clement – my life and other animals!**

The event promises to be wonderfully informative and entertaining. If you love pets, vets and soaps this is definitely the Denman event for you!

We would be grateful if you would inform members of your Federation about this Denman Day. Any members who would like to attend are asked to complete and return the enclosed application form or send us an email with the relevant information. We kindly request that full contact information is provided for all of those entered on to the application form, including individual email addresses. We would like to inform each person who has been allocated a space via email in order to cut down on postage costs. **Attendance is free and places will be allocated via a ballot on Tuesday 4 April 2017** which will allow everyone to have a fair chance to attend. Attendees are asked to arrive from 10.30am for refreshments in time for an 11.00am start. A buffet lunch and afternoon tea is provided. The day will finish at approximately 4pm.

I look forward to welcoming everyone to Denman.

With best regards,

*Lynn Heffernan*

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