



**HOLD RELEASE UNTIL OCTOBER 4, 2020**

**Groundbreaking report shows “building back better” means building back humanely**

Ottawa, Ont. October 4, 2020 – On the heels of the recent Throne Speech, Humane Canada™ releases a new report suggesting that in order to create a stronger, more resilient country, Canadians need to prioritize humaneness as they “build back better” in the wake of COVID-19.

“This pandemic shone a light into the complex relationship between human health and animal health that is often ignored by policy makers,” said Barbara Cartwright, CEO of Humane Canada.

The report entitled, *Measuring Progress Toward a Humane Canada*, incorporates input from more than 80 of Canada’s top animal welfare thinkers. The proposed structure and over 40 indicators provide a roadmap for integrating animal welfare into our recovery process through our legal system, social policies and individual behaviours.

“With 20 million companion animals; 800 million farmed animals moving through the Canadian food system every year; more than 4.5 million animals used in science last year; and over 2,000 wild species of birds, mammals, reptiles, amphibians and fish that call Canada home, our successful recovery hinges on recognizing that the quality of our lives and environment depend on, and are impacted by, our treatment of animals,” concludes Cartwright.

Humane Canada™ will measure and report on progress against each indicator identified to track Canada’s progress.

The report is available to be viewed at <http://humanecanada.ca/indicators/>

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**Suggested Tweet for the media:** Humane Canada, the national voice of animal welfare, releases report on #WorldAnimalDay, calling on decision makers to understand that “building back better” means building back humanely. <http://humanecanada.ca/indicators/>



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**ABOUT HUMANE CANADA™**

Humane Canada is the federation of SPCAs and humane societies, driving positive, progressive change to end animal cruelty, improve animal protection and promote the humane treatment of all animals. To learn more about Humane Canada, please visit [humanecanada.ca](http://humanecanada.ca).

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