

Media Release

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New Humane Charities App Provides an Easy Way to Support Cruelty-Free Australian Health and Medical Charities

MELBOURNE (22 Dec. 2014) - Humane Charities is thrilled to announce the launch of the brand new Humane Charities App, which provides a listing of Australian charities that do not fund nor engage in animal research – thereby allowing concerned members of the public to have the confidence that they are supporting humane organisations, which are in no way involved in animal testing. The App is [now available for FREE](#) on the Apple iTunes App Store and Google Play store.



Many ordinary Australians are taking a growing interest in making informed choices, particularly when it comes to the charities they support financially. Most share an eagerness to support human health as well as animal interests. In fact, **only 13% of Australians would donate to a health or medical research charity if they knew it were funding animal experiments.**¹

Unfortunately, many popular health charities fund animal research, often without making it clear to the public. As a result, the public continues to donate money with the best of intentions to medical and health charities not realising that they may actually be funding cruel and unnecessary animal experiments.

Humane Charities is aimed at providing information to the general public on making ethical donation choices, and directing research funding away from animal experiments.

Polling shows that over 80% of Australians believe the number of animals used in research is too high, with more than 70% supporting the development of alternatives.² With around **6-7 million animals used in Australia for research purposes every year**, the new Humane Charities App provides an important way of taking positive action to reduce this number. By donating to a Humane Charity listed on the App, consumers will be directing vital funding towards organisations that do not fund animal testing, and contributing to the advancement of human health whilst sparing animals.

If you are considering donating to a charity, consult the Humane Charities List so that you can be confident that your donations are supporting organisations that do not fund cruel and unnecessary animal experiments - **Visit <http://www.humanecharities.org.au> or [download the app](#) for FREE today!**

Notes:

About Humane Charities

Humane Charities is a non-profit program administered by [Humane Research Australia](#) (HRA). We are dedicated to reducing the impact of animal experimentation on the Australian community and animals. [Learn more here.](#)

The new Humane Charities App, as well as the [Humane Charities List website](#), provide a guide to Australian health-related charities that do not fund nor engage in animal-based research. The charities listed vary greatly in the health-related aspects they offer; some fund medical research, others provide health services to people requiring care, and many provide information and support. The one thing they share is a vision for improved human health.

The Humane Charities App provides an optimised, easy-to-access version of the online Humane Charities List, specifically tailored for use on mobile devices. It is available for iPhone, iPad, and iPod touch, running iOS 7.1 or later, or on smartphones or tablets running Android 3.0 and up.

^{1,2} Nexus Research (2013), Public Opinion Poll on Humane Research Issues: A Market Research Report to Australian Association for Humane Research Inc., Abbotsford: Nexus Research Pty Ltd.