

21st January 2020

**Dragons Den star Deborah Meaden announced as charity Patron for
Compassion in World Farming**

Successful entrepreneur and Dragon's Den Investor, Deborah Meaden, has become the latest Patron to join leading farm animal welfare charity, Compassion in World Farming.

Deborah, who is known for speaking out when it comes to animal welfare, and has a passion for wildlife, joins other Compassion Patrons including Chris Packham, Joanna Lumley and Evanna Lynch, in the fight to combat the biggest cause of animal cruelty on the planet - factory farming.

In 2019 Deborah was lead signatory of a parliamentary petition - spearheaded by Compassion – to End the Cage Age. The petition quickly gained over a hundred thousand signatures of support, calling on the UK Government to ban the use of cages in rearing farm animals. She has also supported other Compassion campaigns including Honest Labelling and Stop Live Transport.

"I'm honoured to become a Patron of Compassion in World Farming," said Deborah on accepting the patronage.

"Compassion is the driving force to improving the lives of hundreds of millions of farm animals every year. It is so important we all remember the impacts that our food choices have on the planet, our health and on animal welfare. I am very much looking forward to continuing my support for the organisation in 2020 and beyond."

Philp Lymbery, CEO at Compassion in World Farming commented: *"Deborah has already done great work to raise awareness of our campaigns and give a voice to farm animals suffering in horrific conditions. It is truly wonderful to have the backing of such an influential, passionate Patron to help drive our mission to end factory farming."*

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For more information please email media.team@ciwf.org or call 01483 521 886

Images can be downloaded [here](#).

Notes to Editors

1. Compassion in World Farming was founded in 1967 by a British dairy farmer who became horrified at the development of intensive factory farming. Today Compassion is the leading farm animal welfare organisation dedicated to ending factory farming and achieving humane and sustainable food. With headquarters in the UK, we have offices across Europe, in the US, China and South Africa.
2. To find out more about Compassion in World Farming visit: www.ciwf.org