

JANEY'S DOG JOG

FOR WECARE

620 KM
IN 22 DAYS

This October, WECare founder and British veterinary surgeon Dr Janey Lowes is swapping her scrubs for running shoes to take on the biggest challenge of her life: running 620km across Sri Lanka in just 22 days, from Point Pedro in the north to Dondra in the south.

More than a decade ago, Janey left the UK for Sri Lanka and made it her mission to change the lives of the street dogs she found there. Now, she'll cross the country on foot for them — through tropical heat, wild coastlines, bustling towns and breathtaking landscapes, sharing the people, places and dogs that have made Sri Lanka her home.

Every kilometre will help raise vital funds for WECare's new veterinary hospital, rehabilitation centre and training facility — turning one extraordinary human challenge into a legacy that could change countless lives.



ABOUT JANEY

Dr Janey Lowes is a British veterinary surgeon and founder of WECare Worldwide. After travelling to Sri Lanka in 2014 and witnessing the lack of veterinary care available to the country's street dogs and cats, she relocated to the island to establish what has become one of Sri Lanka's leading animal welfare organisations.

From lifesaving rescues and debunking veterinary myths to catching waves between shifts and behind-the-scenes moments from life in Sri Lanka, she combines expert advice with humour to make complex topics accessible, inspire action and drive positive change.

ABOUT WECARE

WECare Worldwide is a UK and Sri Lankan-registered veterinary charity transforming the lives of street dogs. WECare provides life-saving veterinary care alongside large-scale neutering, rabies vaccination, education and training. To date, WECare has treated over 35,000 street animals in need.

SOCIAL STATS



88.8 K

Followers



42.4 K

Followers



1.2 K

Followers



7.2 K

Followers

1.1 M

Impressions

139K+ Total Followers

SOCIAL REACH

Views

1.1 M

Interactions

72 K

Cross- Platform Engagement

6.64%

"Janey is like a whirlwind of selflessness. A beautiful spirit in a beautiful country doing a beautiful thing. I encourage my children to be more 'Janey'. With more positive spirits like Janey, the world would be a better place."

- Ben Fogle | WECare Patron

CHECK US OUT



@janeythetvet
@wecare_srilanka



@drjaneylowes
@WECareWorldwide



@janeythetvet
@wecareworldwide



@janeythetvet
@WECareWorldwide

GET IN TOUCH

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JANEY'S DOG JOG

FOR WECARE

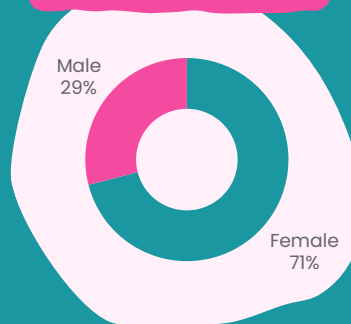
Janey and WECare are intrinsically linked — but their social channels reach different worlds. WECare connects with animal lovers, veterinary professionals and supporters passionate about street dog welfare, while Janey's personal platform reaches audiences interested in travel, adventure, surfing, veterinary life and Sri Lanka.

Together, the two platforms give the Dog Jog a powerful cross-audience reach: connecting people through Janey, the person and the adventure, while bringing them closer to WECare, the cause behind every kilometre.

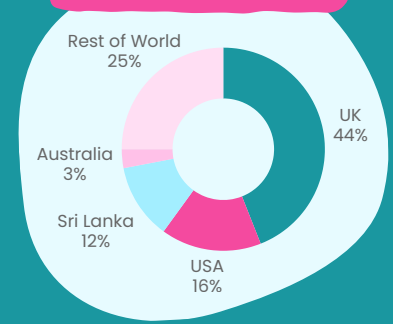
OUR DEMOGRAPHIC

Janey and WECare reach a predominantly female, international audience, with strong engagement across the 25–54 age groups. Our biggest audiences are in the UK, Sri Lanka and the US, with our community extending across Australia, Canada, Europe and beyond.

MALE / FEMALE SPLIT



GLOBAL LOCATION



Figures represent an average across Janey and WECare's social media channels.

JANEY IN THE MEDIA



Channel 5
Ben Fogle : New Lives in the Wild
Aired in over 32 countries to an audience of over 20 million people.

Season 9 / Episode 4
First aired May 2019
Season 18 / Episode 11
First aired April 2024



ITV This Morning
Dr Scott : Animals of Asia
First aired November 2024



BBC Three
Amazing Humans
First aired January 2017



BBC World News
Janey's story received 32 million views and was the most watched video on BBC News on Trump's first inauguration day.



New York Post
The New York Post profiled Janey as a "superhero for street dogs", taking WECare's story to a major US audience.



Janey's Awards & Recognition

In 2016, Janey was named 'Vet of the Year' and received the UK Prime Minister's Point of Light award. In 2023, WECare became Sri Lanka's first Rabies Centre of Excellence.



Janey's Book | Media Features

'Janey The Vet - Saving Sri Lanka's Street Dogs', was released in 2020. Janey has also been featured in The Daily Mirror, Closer, The Veterinary Record, Vet Practice and Daily Mail Online.