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The Bridge Club Bright Minds Award Goes Global *Honoring Innovative Veterinary Thinking the London Vet Show*

PALATINE, IL —August 1, 2023— The Bridge Club, a critical conversation company in the US consisting of over 40,000 veterinary professionals committed to advancing veterinary medicine, is launching the first Bright Minds UK award this year's London Vet Show. This distinguished honor recognizes the brightest minds, wellness champions and game changers in veterinary medicine. In partnership with the London Vet Show, VetCT and IDEXX, the prestigious award will celebrate innovation in the field during the 2023 LondonVet Conference.

'This is a fantastic opportunity to showcase the tireless efforts of those who toil diligently, often behind the scenes, to make this profession great and progress both animal and human health and welfare.' says Liz Barton, MA, VetMB, MRCVS of VetCT.

The Bright Minds UK consists of three award categories:

- Industry Influencer – This individual promotes and elevates veterinary medicine. An influencer is someone who uses their medium of choice: social media, articles, public speaking or media appearances to shine light on the profession, medical advancements and/or the people of the profession.
- Practice Game Changer – An individual or team focused on improving practice by addressing the challenges faced daily by veterinary medical professionals. Practice Game Changers develop new workflows, new strategies and new approaches to ultimately advance veterinary care.
- Wellness Champion - Mental health and overall wellness are critical components of any veterinary practice. This person or team puts people first in specialty or general practice with wellness initiatives and care programs.

"This is a veterinary industry-driven award, meaning anyone in the profession can nominate an individual in a practice, within the profession or honor a full team for their efforts to advance veterinary care," says Harry Norman, Event Director for the London Vet Show. "We are thrilled to be a part of celebrating the rising stars in veterinary medicine."

Awards are open to all individuals working in the veterinary industry. For more details or to nominate a colleague or yourself, please visit <http://thebridgeclub.uk/brightminds> by August 31, 2023.



Since 2018, The Bright Minds has honored 14 professionals and organizations. Once the nominations are submitted, previous Bright Minds winners will narrow the submission and then open the voting to the UK veterinary industry.

Voting will begin on September 18 with all winners being notified on October 18. Each winner will receive:

- Free registration to the London Vet Show
- Recognition on stage at the London Vet Show
- £1000 Award
- Bright Minds Award

For more information, visit www.thebridgeclub.uk.

ABOUT THE BRIDGE CLUB CONVERSATIONS, INC.

The Bridge Club is a critical conversation company initiating meaningful conversations to elevate veterinary medicine. We strongly believe thoughtful discussions lead to realistic outcomes of the issues and topics affecting the veterinary profession. To date The Bridge Club has hosted over 300 conversations dedicated to veterinary medicine. To see what they will be talking about next, visit www.thebridgeclub.uk.

ABOUT THE LONDON VET SHOW

The apex of the veterinary calendar, the London Vet Show is Europe's largest and most exciting veterinary conference and exhibition. Run with education partners the Royal Veterinary College and British Veterinary Association, we bring together thousands of veterinary professionals, 400+ exhibitors, and more than 200 knowledgeable, inspiring speakers from around the world. Spread over just two days, our conference is long enough to offer you tons of fascinating practical content and short enough that you won't get overwhelmed. It also means you don't have to be away from home and work for too long. The London Vet Show will take place on the 16th & 17th November 2023 in ExCeL.

ABOUT VETCT

Established in 2009 in Cambridge, U.K., VetCT provides vet-to-specialist teleconsulting and teleradiology services, and novel educational strategies for veterinary medicine. Our mission is to make the veterinary world a better place by delivering trusted veterinary knowledge, support and reassurance at the point of need. We collaborate with clients across the entire veterinary ecosystem, including students and universities, primary care practitioners, and referral centers. The company has subsidiaries in the U.S.A., Canada and Australia, with over 250 team members globally, including over 200 specialists across a broad range of disciplines. For more information, please visit <https://us.vet-ct.com/>. Facebook - @VETCTGroup, LinkedIn URL - <https://www.linkedin.com/company/vet-ct-specialists-ltd-/>, Twitter - @VetCT and Instagram - @vet.ct.

ABOUT IDEXX

IDEXX is a global leader in pet healthcare innovation. Our diagnostic and software products and services create clarity in the complex, constantly evolving world of veterinary medicine. We support longer, fuller lives for pets by delivering insights and solutions that help the veterinary community around the world make confident decisions—to advance medical care, improve efficiency and build thriving practices. Our innovations also help ensure the safety of milk and water across the world and maintain the health and



well-being of people and livestock. IDEXX Laboratories, Inc. is a member of the S&P 500-Index. Headquartered in Maine, USA, IDEXX employs nearly 11,000 people and offers solutions and products to customers in more than 175 countries. For more information about IDEXX, visit: www.idexx.com.

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