

Quirky koala stethoscope charm supports wildlife rescue and rehabilitation

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Blogger and Instagram influencer Dr Marlana Lopez

Scrubs and medical apparel company, [Dr. Woof Apparel](#), has launched a limited edition 'Got Your Back' stethoscope charm in partnership with renowned veterinarian, [Dr Marlana Lopez](#).

The charm, which features two koalas, is the latest addition to the #OperationWoof collection which aims to support charitable causes and celebrate artists, educators and creatives in the medical community.

As part of #OperationWoof's mission to support charitable causes, Dr. Woof Apparel will donate \$5 for every 'Got Your Back' charm sold to [Vets for Compassion](#), an Australian not-for-profit organisation with a mission to protect and improve animal welfare in Australia and across the world.

The quirky charm, which attaches to any stethoscope, was designed by Dr Lopez and the Dr. Woof co-founders in hope of sparking conversations about animal welfare and encouraging vet professionals to volunteer with Vets for Compassion.

"For this project, we knew that we wanted to support wildlife rehabilitation and Vets for Compassion was a perfect fit," Dr. Woof Apparel co-founder Dr Ron See said.

A promotional graphic for Vet Practice Magazine. It features a black background with yellow and white text. The text reads: "Don't miss an issue!", "Get an annual subscription to Vet Practice magazine for just \$60 inc.GST". To the right, there are two magazine covers. The top cover is for the 5th issue, featuring a woman in a blue lab coat. The bottom cover is for the "JAYNE'S JUNGLE" issue, featuring a woman with a cheetah.

"Every year their amazing veterinary volunteers have the back of hundreds of injured Aussie animals, including koalas. We have a deep respect for the work they do, and so do our community."

To celebrate the launch, Dr Lopez has created a viral social media campaign, designed to inspire and encourage young vets to become Vets for Compassion volunteers.

"People love the charm, and since a portion of each sale goes towards wildlife rehabilitation, they're happy to post about it and raise awareness about the worthy cause," Dr Lopez said.

The 'Got Your Back' stethoscope charm is available to purchase from the [Dr. Woof website](#) for \$16.90.
