



# NEWS RELEASE

## **World Animal Day 2017 - A double celebration as SPCA turns 70!**

***Singapore, 27 September*** – World Animal Day this year will be a double celebration as the SPCA marks 70 years of being at the forefront of animal welfare in Singapore.

Singapore's first animal cruelty laws existed in the 1800s with documented records of prosecutions for cruelty offences, most of the cases involving working animals (e.g. oxen). SPCA was active during that time investigating cases and bringing offenders to court. The Society later dissolved, and was eventually revived in 1947, (refer to 'fact sheet' and appendices for more information) with a formal set up in Orchard Road in the 1950s.

Awareness of animal welfare previously, was very limited, Singapore as a country, having undergone tremendous change and upheaval in those early years, but SPCA was always at the forefront assisting the authorities whether during the 1950s rabies outbreak, or in the resettlement years, when many animals were abandoned and left to fend for themselves.

Fast forward to the 1980's, and a new era, where pedigree animals became much sought after, coinciding with the proliferation of pet shops island wide. Impulse buys were common, with SPCA receiving significant numbers of unwanted, neglected or abandoned pedigree dogs. Ignorance was rife then among pet owners in terms of pet welfare, and treatment of stray animals.

Over the past 25 years, with active campaigning in the media taking off (e.g. SPCA's 'Stop Animal Abuse' 1991, 'Friends for Life' 1995 and many more), the SPCA has seen a significant change in attitudes, with many more people now advocating for

better treatment of animals. The SPCA has also always had a strong focus on educating the next generation, with numerous initiatives launched over the years.

SPCA's sterilisation voucher programme launched in 1991, heightened awareness of community animals. Ear-tipped cats soon became a familiar sight in community neighbourhoods. Since the launch, more than \$1,000,000 has been spent on the voucher programme, and our efforts in this area are continuing.

Our critical animal welfare services such as emergency rescue and cruelty and welfare investigations, have always been a top priority, having helped countless animals over decades.

SPCA through the years, also appealed to the authorities to increase the penalties under the Animals and Birds Act, and for stronger action to be taken in many individual cases where pets were neglected in the extreme and in animal cruelty cases.

Dr Jaipal Singh Gill, Executive Director, SPCA, said, "This year is important for us as we look back on how far animal welfare in Singapore has come and what more the SPCA can do moving forward. This incredible milestone is a true testament to the support from our local community."

This World Animal Day, the public can get involved and demonstrate they care by joining us for our two-day celebration with not only fun-filled activities for children and adults alike, but also educational talks, an adoption drive, and much more. Visitors can also take part in a tour of the SPCA's animal welfare centre where they will meet some of the residents and learn more about SPCA's beginnings and the history of animal welfare in Singapore.

One of the highlights to look forward to on 30 September, is the 70th anniversary cake cutting ceremony with SPCA's longest staying resident, Viking, a Singapura Special!

For their convenience, visitors can also go cashless via the Singtel Dash app at the event. With just their smartphones, they can make donations of up to \$999 or purchase SPCA products to enjoy exclusive discounts when they pay with Singtel Dash.

For every donation or purchase of SPCA merchandise via the app, Singtel Dash will donate S\$1 to the SPCA in support of animal welfare.

Mr Gilbert Chuah, Head, mCommerce, Consumer Singapore, Singtel, said “Singtel Dash is proud to be a cashless donation channel for SPCA. Beyond mobile payments and remitting money locally or overseas, we hope that more people will be encouraged to support worthy causes by our charity partners such as SPCA through Singtel Dash anytime, anywhere.”

Details of World Animal Day ([http://www.spca.org.sg/whatson\\_details.asp?id=223](http://www.spca.org.sg/whatson_details.asp?id=223)) and in appendix two:

Dates : Saturday, 30 September and Sunday, 1 October 2017  
Time : 11 am to 5 pm  
Venue : SPCA (50 Sungei Tengah Road, Singapore 699012)

~ End ~

For more information, please contact:

Melanie Lee (Ms)  
Communications Officer  
Society for the Prevention of Cruelty to Animals (SPCA)  
Tel: +65 62875355 ext. 12  
E-mail: [communications@spca.org.sg](mailto:communications@spca.org.sg)

**About *Society for the Prevention of Cruelty to Animals (SPCA)***

The SPCA is a registered animal welfare charity and its two main objectives are to promote kindness to animals and to prevent cruelty to animals. Relying mainly on donations from the public and fundraising, the Society provides various animal welfare services including a 24-hour emergency service, cruelty investigation, an adoption programme, an education programme for schools and organisations, a sterilisation programme for community animals, running an animal shelter and supporting quarantine for unwanted, abused and abandoned animals. For more information, visit <http://www.spca.org.sg>

## Appendix One



SPCA clinic reception, Orchard Road



SPCA's vintage rescue vehicles



Outreach activities

## Appendix Two

### Activities for 30 September and 1 October 2017:

Time	Activities
11 am to 5 pm	<p>Start of the celebrations</p> <p>Look out for the following booths:</p> <p><b>Canine massage</b></p> <p>Dogs can look forward to a relaxing 10-minutes massage by Paws fur Life (<a href="https://www.pawsfurlife.com/">https://www.pawsfurlife.com/</a>), for just \$10. Canine massage increases blood circulation, relaxes the muscles, encourages the release of toxins from the body and so much more. Apart from massage therapy, Paws fur Life will also be selling premium organic treats, natural supplements and holistic pet products.</p> <p><b>Grooming of rabbits and guinea pigs</b></p> <p>Angie's Pets group ( <a href="https://www.facebook.com/angiebunacademy/">https://www.facebook.com/angiebunacademy/</a>) will be conducting the above grooming sessions.</p> <p>Grooming of short coat rabbits at \$35 and long coat rabbits at \$55. The session includes :</p> <ol style="list-style-type: none"><li>1. Physical health check (teeth, tummy, fur mites, eyes and other physical ailments)</li><li>2. Clipping of nails</li><li>3. Cleaning of ears and scent glands</li><li>4. Trimming of fur at paw pads and private area</li><li>5. Brushing</li></ol> <p>Grooming of guinea pigs at \$28 and includes:</p> <ol style="list-style-type: none"><li>1. Physical health check (teeth, tummy, fur mites, eyes and other physical ailments)</li><li>2. Clipping of nails</li><li>3. Cleaning of ears and scent glands</li><li>4. Trimming of fur at paw pads, private area and body</li></ol> <p>Additional charge for detangling from \$5 onwards.</p> <p><b>Pet food donation drive</b></p> <p>You can also do your part to help out with the animals at the shelter. For every pound of food that you purchase for our animals, KC &amp; Watson (<a href="https://www.facebook.com/kcwatsonsg/">https://www.facebook.com/kcwatsonsg/</a>) will match it with another pound. This means that with every purchase, the food for our animals will double.</p>

	<p><b>Sale of human-grade dog treats</b>  The Barkery Singapore (<a href="https://sgbarkery.com/">https://sgbarkery.com/</a>) will be retailing their popular dog treats as well as their top selling probiotic products. Enjoy 10% savings!</p> <p><b>Scratch posts and more for kittens and cats</b>  Cosmic Cats e-Pet Store ( <a href="https://www.facebook.com/cosmiccatssg/">https://www.facebook.com/cosmiccatssg/</a>) will be bringing along a range of scratching posts for your furry companion. There will be cat litter scoops, cat toys, sisal rope (for cat scratch posts) and pet nail clippers for sale as well.</p> <p><b>Pet photography and packages</b>  Capture memorable moments with your pets with pet photographer, Nicholas from Furry Photos (<a href="http://furry-photos.com/">http://furry-photos.com/</a>), who has been photographing pets since 2006. Sign up for exclusive packages at the event.</p> <p><b>Up close and personal - conducted tour of the SPCA premises</b>  In conjunction with SPCA's 70th anniversary, sign up for an up close and personal tour of the SPCA and learn about the services which SPCA renders as well as how the Society has changed over the years.  Part of the tour includes a walk-about of the premises, a presentation on how SPCA has evolved over the years, concluding with an animal interaction session where one can learn more about responsible pet ownership as well as the animals that are up for adoption.</p>
1 pm	Fringe activities on stage
3 pm <b>(Only for Saturday, 30 September)</b>	Address by SPCA followed by a cake cutting ceremony with Viking, our longest staying resident. Viking and his brother, Widget were found a farm at Jalan Kayu in 2011, when they were both about 3.5 months old. Widget was adopted a year later and Viking has been with us since. <div data-bbox="880 1421 1136 1801" data-label="Image"> </div>
5 pm	End of celebrations.

# FACT SHEET



## About us

The Society for the Prevention of Cruelty to Animals (SPCA) is a registered animal welfare charity with IPC status, relying mainly on donations from supporters to continue our important role as animal protector. Over S\$2,500,000 annually is required to carry out our animal welfare work.

200 animals are taken in by the Society every month. Most of these animals are abandoned, unwanted, abused or lost.

## Mission

To promote kindness and prevent cruelty to animals through education, advocacy and action.

## Our history

- |      |                                                                                                                                                                          |
|------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1947 | Early beginnings of an association of animal lovers, in an informal set up at a boarding house (taking in stray animals) in Tomlinson Road organised by Miss Lucia Bach. |
| 1954 | The RSPCA was set up formally in Orchard Road.<br><br>Two staff members were hired — a telephone operator and a driver.                                                  |
| 1959 | Singapore ceased to be a crown colony and the RSPCA became the SPCA.                                                                                                     |

- 1976 An official clinic was set up to provide service to members of the public. The facilities were also used to treat the SPCA animals and carry out sterilisations, which were made compulsory for adopted animals since 1969.
- 1984 SPCA relocated to 31 Mt. Vernon Road on a 30 year lease. It was officially opened in April by the Law Minister Mr. E. W. Barker.
- 1991 SPCA launched the first Stop Animal Abuse campaign in Singapore with press advertisements, t-shirts, posters, and an exhibition.
- SPCA launched its Sterilisation Voucher Program providing free sterilisation vouchers to the public in an initiative to reduce the stray cat/dog population.
- 1994 SPCA officially proposed to the government, an increase in the penalties for those found guilty of cruelty to animals.
- NB : In 2002, the government announced increases in the penalties from a maximum S\$500 fine and/or six month jail term, to a maximum of S\$10,000 fine and/or one year jail term.
- 1997 A magistrate had imposed a \$500 fine on an abuser who had stabbed and beaten a local breed dog that was tied up. The SPCA wrote to the Attorney General's Chambers to request for an appeal to be instituted. On appeal by the prosecution, the Chief Justice, Yong Pung How, sentenced the man to a jail term. This was considered a landmark case, while sending out a message that animal abuse was not acceptable in our society.
- 2005 Launch of SPCA's "Animal Kind" book, a groundbreaking teacher's resource—on animal welfare education for primary school pupils. This book was adapted from the RSPCA's U.K. "Animal Wise" book.



"Animal Kind" marks an important milestone in animal welfare education. This resource is Singapore's first ever teaching tool aimed at educating children on appreciating and respecting animals in a fun, interesting and informative way. The resource book comprises worksheets, fact sheets on different animals and pet care, as well as a CD-Rom of animal photographs. Children learn how to love and respect animals while learning English, Science, Mathematics, and Civics and Moral Education all at the same time.

2006 SPCA became a resource for the Community Court providing input in animal abuse cases.

2011 Project ADORE (ADOption and REhoming of dogs) first initiated by SPCA and Action for Singapore Dogs, was officially formalised.

Under Project ADORE, HDB flat owners can now adopt selected medium-sized local mixed breed dogs which are up to 15 kg in weight and 50 cm in height. Interested adopters are allowed to keep only one dog per flat and have to abide by stringent ownership conditions, including the sterilisation, routine vaccination, compulsory training and licensing as well as microchipping of the adopted dog.

SPCA submitted a proposal for legislation reform (Animals and Birds Act, Part IV, the 'Prevention of Cruelty to Animals' sections 42 to 44) to the Ministry of National Development. Apart from proposing increased penalties for cruelty offences, we proposed that failure to take care of the welfare of pets should also amount to an offence and be punishable as such.

2014 Project ADORE was formally adopted by the Ministry of National Development (MND), Agri-Food and Veterinary Authority (AVA) and Housing Development Board (HDB) from a pilot scheme to a permanent programme.

2016

SPCA vacated 31 Mount Vernon Road moving to 50 Sungei Tengah Road in late January 2016.

## Our services

- Animal cruelty and welfare investigations
- 24-hour emergency animal rescue
- Running a shelter for abused, abandoned and unwanted animals
- Veterinary care and sterilisation for community animals
- Adoption programme that includes the Project ADORE scheme
- Foster care for the young and sick or injured animals
- Lost and found pets
- Advocacy for animal welfare and cruelty issues
- School based education programmes, and group visits to SPCA
- Education through talks, seminars and workshops, including group visits to the SPCA for public and schools
- Providing individual and corporate volunteer opportunities to enhance community engagement