



NEWS RELEASE

For Immediate Release

SPCA ushers in World Animal Day celebrating the message of adoption

Singapore, 1 October 2015 – The Society for the Prevention of Cruelty to Animals (SPCA) will be commemorating World Animal Day¹ on 3 October, with dedication to shelter animals and adoption.

The key highlight of this event is the launch of a children’s book and an animated sing-along video of Patti Page’s classic “Doggie in the Window” with a twist to the lyrics of the original song to ask the question, “(Do you see that) Doggie in the Shelter”. The initiative is a partnership between the SPCA and advertising agency DDB Singapore, which aims to reinforce SPCA’s efforts at encouraging adoption from animal shelters and rescue groups.

Selina Sebastian, SPCA’s Deputy Executive Director and Head of Education, hopes that when people now hear the familiar melody, they will think about animal shelters instead of pet stores and puppy mills. “As we unite to rejoice a love and respect for all animals, we also celebrate shelter animals that are in need of homes. We hope to inspire our children to sing ‘Doggie in the Shelter’ so that adopting a pet becomes second nature”, she adds.

Another highlight of the event is a photography exhibition of historical photographs, news clippings and paraphernalia, as a tribute to SPCA’s last year at its current premises on Mount Vernon Road. The move to Sungei Tengah is expected in March 2016, and the SPCA is still in need of about S\$1.7 million to pay for the building costs of its new home.

¹ World Animal Day started in Italy in 1931 and has since grown to become a global celebration. Through a variety of animal-related activities, humans acknowledge the value of animals in a common bond, whilst remembering the plight of those who suffer, or are endangered.

“We have dedicated 68 years of service to Singapore by championing animal welfare issues, lobbying legislation reforms, running an animal shelter and rescue efforts among other services. As we prepare for our new premises in Sungei Tengah, I look to the community for their support in helping us achieve our fundraising goal and further our work”, says Corinne Fong, Executive Director of SPCA.

As part of the World Animal Day event, the SPCA will also be hosting a pet adoption drive of dogs, cats and rabbits. In addition, there will be a host of activities for families and children, including stage acts and games, education booths, a pet virtual reality simulation, as well as a live reading of the book “Doggie in the Shelter”, followed by a sing-along to the animated video.

The event is free and open to the public on 3 October, from 10am to 8pm, at The Cathay.

– *Ends* –

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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>

ANNEX

Programme line-up for SPCA's World Animal Day at The Cathay

- Official launch of the book, 'Do You See That Doggie at the Shelter?', including storytelling and sing-along session by Stephanie Dogfoot
- Adoption Drive
- Science Diet's 'Pet Food Drive'
- Animal Care Corner
- Paws & Wish Dedication Board
- SPCA: Wall of History & Photo booth
- Launch of new and exclusive SPCA Merchandise
- Learning Corner by the Agri-food and Veterinary Authority (AVA)
- Face and Hand Painting
- Balloon Sculpturing
- Pet Virtual Reality
- Stage Acts
- Games and quizzes
- Dog nutritional demonstrations

For details of each line-up, please visit:

http://www.sPCA.org.sg/whatson_details.asp?id=117

To access the video clip of '(Do You See That) Doggie in the Shelter', please visit:

http://www.sPCA.org.sg/news_details.asp?id=1091