



# NEWS RELEASE

For Immediate Release

**SPCA welcomes Corinne Fong  
as new Executive Director**



**Singapore, 5 July 2011** –The Society for the Prevention of Cruelty to Animals (SPCA) today announced that its Management Committee has named Corinne Fong to serve as the organisation's Executive Director, effective 1 August, 2011.

Corinne joins the management team providing expert knowledge and skill from years of experience as an animal adoption volunteer counsellor and Management Committee member. Prior to her new role, she was a financial advisory representative at First Principal Financial.

"I am an animal welfare advocate, and I believe that the physiological and psychological well being of our animals is paramount and, that they must be treated in a humane and compassionate manner," says Corinne.

"My top priority is to promote animal welfare, and ensure this work is supported with accountable processes and procedures by the SPCA and the government agencies who deal with animal welfare. The SPCA is the frontline leading animal welfare organisation in Singapore. I also intend to collaborate and work very closely with other animal welfare agencies to raise the profile of these vulnerable creatures and ensure animal welfare considerations are very much on the agendas of our government agencies," continued Corinne.

"Overall, my aim is to move the organisation forward by strengthening its reputation and capabilities, and encouraging greater efficiency, accountability, and sustainability," says Corinne.

Carla Barker, SPCA's chairman, said the change comes as part of the organisation's succession planning which was initiated when current Executive Director, Deirdre Moss informed the Management Committee of her pending retirement. She added that the Management Committee had unanimously selected Corinne based on her track record and experience as volunteer and former board member, as well as her strong executive and personal qualities.

"We have in place an exciting strategic direction for the future and Corinne is absolutely qualified to lead us into this exciting new era. Her years of experience with the SPCA advising on change management, as both a senior volunteer and as board member, will be instrumental in redefining our vision and strategic direction. We are very pleased that Corinne has accepted this new role with the SPCA," said Ms. Barker.

Corinne will take up her new duties on 1 August and succeed Deirdre Moss, a veteran who joined the SPCA in 1984 and has been with the organisation for 27 years.

While at the SPCA, Deirdre was behind the charity's lobbying for changes in animal welfare legislation and improved standards in animal welfare, whilst creating awareness on animal cruelty. Deirdre said her initial plan was to retire, but is in discussions with the Management Committee to remain at the SPCA as a freelance consultant and advisor.

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

The Society for the Prevention of Cruelty to Animals (SPCA) is the first registered animal welfare charity in Singapore. The two main objectives of the SPCA 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 to the community including a 24-hour emergency service, cruelty investigation, a sterilisation voucher programme for strays as well as running an animal shelter for abused and abandoned pets and strays. For more information, visit <http://www.sPCA.org.sg>