

For Immediate Release



MEDIA RELEASE

SPCA partners AVA and nine other animal welfare groups in celebration of World Animal Day

6 September 2013— For its World Animal Day celebrations this year, the Society for the Prevention of Cruelty to Animals (SPCA) collaborates with the Agri-Food & Veterinary Authority of Singapore (AVA) and nine other local animal welfare groups [1] to campaign for animal welfare. The three-day celebration will be held at the basement Atrium of United Square Shopping Mall, from 13 September 2013 to 15 September 2013.

The SPCA celebrates World Animal Day 2013 with the theme 'Friends for Life', aiming to forge closer ties with other local animal welfare groups in Singapore. Through enhanced collaboration among various local animal welfare groups, the SPCA continues to push for responsible pet ownership and humane treatment of animals.

"The theme 'Friends for Life' is timely because we have seen an increase in pet abandonments and surrenders, and we need to remind pet owners about their responsibility in caring for their pets and the lifetime commitment involved. Pets are not disposable or replaceable," says Ms Corinne Fong, Executive Director of the SPCA.

Chief Executive Officer of AVA, Miss Tan Poh Hong agrees that this year's theme is especially apt. "The improvement of animal welfare standards can only be achieved through the joint effort of various stakeholders, including the Government, animal welfare groups, pet owners and the public at large. AVA will continue to work closely with the SPCA and other AWGs to promote responsible pet ownership and raise the awareness of animal welfare. Today's event in celebration of World Animal Day is a good platform for greater partnership and collaboration."

The celebrations will also mark the launch of a children's book, "Toby Wants a Home" by the SPCA. Inspired by the true story of a dog named Valli, that was adopted from the SPCA earlier this year, the book targets children between the ages of four and twelve, and tells of how Toby arrives at the SPCA's animal shelter and eventually finds a forever home. Through the book, the SPCA hopes to put across an important message – adopt and give an animal a second chance in life, instead of purchasing one from a pet shop. Valli and his family are also set to make an appearance on 14 September 2013 (Saturday) at the event for a meet-

and-greet with the public. Visitors who complete the event's passport activity will also receive a complimentary copy of the book, along with a goodie bag containing vouchers for pet products (while stocks last).

The event will also feature stage activities, including grooming, obedience and pet talent competitions hosted by students from Singapore Management University's People for Animal Welfare (SMU PAW). [2]

For more activity details, please visit http://www.sPCA.org.sg/news_details.asp?id=700.

Note to Editor: Please refer to Appendix A for more details on stage activities and Appendix B for cover of "Toby Wants A Home".

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About World Animal Day

World Animal Day is celebrated each year on October the 4th. It started in Florence, Italy in 1931 at a convention of ecologists. On this day, animal life in all its forms is celebrated, and special events are planned in locations all over the globe. The 4th of October was originally chosen for World Animal Day because it is the feast day of Francis of Assisi, a nature lover and patron saint of animals and the environment. Numerous churches throughout the world observe the Sunday closest to October the 4th with a Blessing of the Animals. World Animal Day has now gone beyond being the celebration of a Christian saint and is today observed by animal-lovers of all beliefs, nationalities and backgrounds.

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

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

About the Agri-Food & Veterinary Authority of Singapore (AVA)

The Agri-Food & Veterinary Authority (AVA) is responsible for ensuring a resilient supply of safe food, safeguarding the health and welfare of animals, safeguarding the health of plants and facilitating agri-trade. AVA is constantly on the lookout for new and potential food sources, through our push for source diversification in collaboration with the food industry. Simultaneously, AVA continues to help raise local agricultural productivity to enhance Singapore's food supply. We have in place integrated food safety programmes which incorporate risk management, and leverage on industry engagement and public outreach to ensure food safety as a shared responsibility. AVA's comprehensive animal and plant health system prevents the introduction of exotic animal and plant diseases. AVA also takes steps to ensure compliance with animal health and welfare standards. With the world as Singapore's marketplace, AVA facilitates agri-trade through our inspection, testing and certification services. For more information, visit: <http://www.ava.gov.sg/>

[1] List of Participating Local Animal Welfare Groups

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| Action for Singapore Dogs (ASD) |
| Animal Concerns Research & Education Society (ACRES) |
| Animal Lovers League (ALL) |
| Cat Welfare Society (CWS) |
| Causes for Animals Singapore (CAS) |
| House Rabbit Society of Singapore (HRSS) |
| Humane Society (Singapore) |
| Noah's Ark CARES (Companion Animal Rescue & Education Society) |
| Save our Street Dogs (SOSD) |

[2] The Mall management of United Square will **not** allow pets in the shopping centre unless they have been pre-registered for the day's stage competitions.

APPENDIX A

General Programme for Stage Activities, World Animal Day 2013
(organised by SPCA & SMU PAW)



| Time | Saturday (14 th September) | Brought to you by |
|----------------|---|-----------------------|
| 12.30pm-1.00pm | Garfield Meet-and-Greet | InnoForm Media |
| 1.00pm-1.30pm | Best Groomed Cat Competition | Purina |
| 1.30pm-2.00pm | Responsible Pet Ownership Puppet Show | Ngee Ann Polytechnic |
| 2.00pm-2.30pm | Dog Sitting Competition | Purina |
| 2.30pm-3.00pm | Singapore Kennel Club Dog Obedience Demonstration | Singapore Kennel Club |
| 3.00pm-3.30pm | Garfield Meet-and-Greet | InnoForm Media |
| 3.30pm-4.00pm | Pet Grooming demonstration | Bubbly Petz |
| 4.00pm-4.30pm | Valli Meet-and-Greet | SPCA |
| 4.30pm-5.00pm | 1 Min of Fame Dog Talent Competition | Paw Mart |
| 5.00pm-5.30pm | Garfield Meet-and-Greet | InnoForm Media |

| Time | Sunday (15 th September) | Brought to you by |
|----------------|--|--------------------------------------|
| 12.30pm-1.00pm | Garfield Meet-and-Greet | InnoForm Media |
| 1.00pm-1.30pm | Happiest Dog Competition | Addictions |
| 1.30pm-2.00pm | Singapore Breed Specials Talk by SOSD, A.L.L and Causes for Animals (featuring Singapore Specials) | SOSD, A.L.L and Causes for Animals |
| 2.00pm-2.15pm | Esme and Cassandra from the Guide Dogs, Association of the Blind | Guide Dogs, Association of the Blind |
| 2.15pm-2.30pm | Longest "Leave It" Command Competition | The Barkery |
| 2.30pm-3.00pm | The Wonders of Cats and How to Take Care of These Elegant Felines | Cat Welfare Society |
| 3.00pm-3.30pm | Make The Right Choices Game | AVA |
| 3.30pm-4.00pm | Most Number of Commands Completed in 2 mins Competition | Addictions |
| 4.00pm-4.30pm | Garfield Meet-and-Greet | InnoForm Media |
| 4.30pm-5.00pm | 1 Min of Fame Pet Talent Competition | Paw Mart |
| 5.00pm-5.30pm | Garfield Meet-and-Greet | InnoForm Media |

APPENDIX B

"Toby Wants A Home" book cover and back

