



FRIENDS FOR LIFE

NEWS RELEASE

For Immediate Release

Celebrating Pets with the SPCA Children Take a Stand for Animals

Singapore, 10 March 2010 – This school holiday, children are invited to celebrate and discover about animal welfare and responsibility with the Society for the Prevention of Cruelty to Animals (SPCA). A first-time partnership, the event will be hosted by the National Geographic at their store at Vivo City and organised by the SPCA with the involvement of students from the Ministry of Education's Leadership Development Programme.

The collaborative event, "Pets for Life" is tailored for children aged 6 to 12 years old and will be a fun-filled day of games and prizes that will have the children learning about pet responsibility. Through a series of exciting challenges, the young participants will learn about proper pet care and basic animal welfare issues. Participants will also receive goodie bags comprising of SPCA merchandise items.

Ms. Selina Sebastian, Education Executive of the Society for the Prevention of Cruelty to Animals (SPCA) said, "We are honoured and excited to be working with National Geographic and MOE's Leadership Development Programme. Through this event, we aim to instil the message of kindness, compassion and appreciation for all animals from a tender age, in a fun and interactive manner." The event is part of SPCA's ongoing education program to promote human-animal interaction, encourage a wider awareness of and respect for all living things and inculcate responsible and caring attitudes.

The National Geographic Store adds, "It is a great opportunity to support such an educational initiative by providing the SPCA and MOE students a platform to create awareness on how to take care of pets and stop animal abuse". The store actively supports and organises such activities and outreach programmes.

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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 organisation in Singapore. The two main objectives of the SPCA are to promote kindness and to prevent cruelty to animals. The SPCA is a charity depending on the kind donations from the public. For more information, visit <http://www.sPCA.org.sg>