



FRIENDS FOR LIFE

NEWS RELEASE

For Immediate Release

Animal Welfare Groups work together to stop the cruelty in Puppy Mills *SPCA celebrates World Animal Day 2010*

Singapore, 8 October 2010 – The Society for the Prevention of Cruelty to Animals (SPCA) will be hosting World Animal Day 2010 (WAD2010) on Sunday, 10 October 2010 from 10.30am till 6pm at East Coast Park, Area D1 (Dalbergia Green).

For the very first time, the SPCA will be banding together with other animal welfare groups - Animal Concerns Research and Education Society (ACRES), Action for Singapore Dogs (ASD), Cat Welfare Society (CWS), House Rabbit Society of Singapore (HRSS), Animal Lovers League (ALL) and Noah's Ark CARES – on a campaign “**Stop the Cruelty in Puppy Mills**”. In conjunction with the campaign, a website - <http://sgpuppies.com> will be launched to create awareness and provide insights into the unethical and unacceptable practices of puppy mills in Singapore.

In a grand gesture of support for the stand against puppy mill activity, a convoy of more than 20 Harley Davidson riders will accompany representatives from several of Singapore's animal activist groups as they make their way from Dempsey Road to the

event grounds at East Coast Park. Leading the pack will be an SPCA van showcasing messages about puppy mills. The convoy, leaving Dempsey Road at 10.15am, will make a pass down Orchard Road with every rider wearing limited edition t-shirts designed in support of the cause.

Executive Director of the SPCA, Deirdre Moss says, "There can be no doubt that man's dominion over the animals has resulted in extreme animal abuse and suffering, and it is shameful. The humane treatment of animals depends largely on man as a consumer. Puppy mills are a result of a rise in demand for pedigree dogs. And this demand has led to indiscriminate breeding and inhumane housing conditions by puppy mill operators, whose prime motivation is profit. If there is no demand, there will be no need for the supply. The SPCA advocates adoption."

This year, the SPCA will be taking an active step in voicing its objection toward puppy mills by creating interactive exhibits that show the harsh conditions the dogs face in these mills. It will give visitors an honest and eye-opening look at what animals experience in puppy mills.

The SPCA hopes to create awareness so that more potential pet owners can make an active decision to adopt a pet that desperately needs a home, rather than buy one from pet shops that get their pets from puppy mills. What the public needs to know is that there are countless animals in shelters across Singapore in desperate need of loving homes.

Two of the animal welfare groups will also be bringing their animals to the park for an outdoor adoption drive. What a perfect way to commemorate this special occasion by adopting an unwanted animal. If the buying stops, the puppy mills will too.

Visitors can also prepare themselves for a whole day of learning and fun through a fun walk in support of our animal friends, game booths, dog obedience demonstrations, owner-pet contests and lots of fun-filled activities for everyone. Friends, family and pets are all invited!

Note to Editor: Please refer to Annex A for more event details on SPCA's World Animal Day 2010 and Annex B for information on puppy mills.

For further information, please contact:

Deirdre Moss (Ms.)
Executive Director
Society for the Prevention of Cruelty to Animals (SPCA)

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 www.spca.org.sg



PAWS AT THE BEACH
WORLD ANIMAL DAY 2010

10 October, Sunday | 10.30am to 6.00pm
East Coast Park (Area D1- Dalbergia Green)

ACTIVITIES FOR EVERYONE
Children's Activity Corner
Pet Care Advice
Dog Adoption Drive

WALK FOR ANIMALS!
Join us for a mass walk
to Marine Cove and back!

STAGE CONTESTS
Happiest Pet
Super Wiggly Waggle: Fastest Tail
Wagging Dog
Super Smarties: Most Talented Dog
(Registration opens 30 minutes before each contest)

**UNCOVER THE TRUTH
BEHIND PUPPY MILLS**
Learn about the cruelty and harsh
realities behind puppy mills.
Find out how you can make a
difference.

visit www.sPCA.org.sg for more details

Main Organiser:  **SPCA SINGAPORE**
FRIENDS FOR LIFE

With Support of:

-  **ACRES**
Animal Care Research & Education Society
-  **asd**
animal shelter singapore dog
-  **ANIMAL LOVERS LEAGUE**
-  **cat welfare society**
-  **HOUSE RABBIT SOCIETY SINGAPORE**
-  **Noah's Ark Cares**

Detailed event programme can be found at
<http://www.sPCA.org.sg/wad2010.htm>

EVENT HIGHLIGHTS

- **Puppy Mills Awareness Booth**



The focus of this year's celebrations will be to raise awareness about the cruelty and harsh realities behind puppy farms. We want to encourage people to adopt animals rather than buy them from puppy mills. Puppy mills are commercial dog-breeding facilities that operate specifically to make profit through the sale of animals, and often house animals in substandard conditions in order to keep costs low.

To get our message across, there will be images of dogs on cardboard cut-outs depicting the conditions in puppy mills. This will give people a chance to better understand the suffering these animals experience. A limited edition t-shirt designed especially for the cause will be on sale.

On the day, the SPCA will be joining forces with ACRES, Action For Singapore Dogs (ASD), Animal Lovers League (ALL), the Cat Welfare Society (CWS), Noah's Ark CARES and the House Rabbit Society of Singapore (HRSS). We hope our awareness booth will make potential owners think twice and make an active decision to adopt a pet that desperately needs a home, rather than buy one from pet shops that get their pets from puppy mills.



- **Adoption Drive**



To reinforce the adoption message, the SPCA, and ASD will also be bringing 10 dogs (five from each organisation) to the park for an outdoor adoption drive. What a perfect way to commemorate this special occasion by adopting. If people stop buying from puppy mills, the puppy mills will stop too. The animal welfare groups will

also be manning booths promoting their respective causes and selling their merchandise to raise funds.

- **World Animal Day Pledge Board**



Do something special for the animals by making an origami cat/dog and writing your pledge on it. After that, stick it onto the WAD pledge board to share it with others. Every pledge you make (no matter how small) will make a difference to the lives of animals. Pledges can range from promising to adopt your next pet from a shelter,

rather than buying; to sterilising a stray cat in an area where you live. Every pledge makes a difference. What will yours be?

ANNEX B



<http://sgpuppies.com/>

Puppy mills are commercial breeding facilities that put the emphasis on profits, rather than the well-being of the animals under their care. Due to the large number of animals bred in puppy mills and the general lack of care, cramped cages, unsanitary environment and malnutrition are just a few of the conditions that the animals are subjected to.

Generally, puppy mill operators do not care about the breed standards and quality of their puppies. As such, they may resort to in-breeding which may cause physical abnormalities among the offspring which may not be visible during the early stages of the pup's life.

In Singapore, the Society for the Prevention of Cruelty to Animals (SPCA) has addressed several complaints against one such puppy farm in Pasir Ris Farmway¹ which was discovered to have unsatisfactory living conditions for the animals under their care. Among the complaints were that of overcrowding and cramped cages, faeces and urine that were not cleared, emaciated and neglected dogs.

¹ "SPCA Online- Pet Farms (spca.org.sg/petfarms.html)."

In a report by Stomp on 9 June 2010², a severely malnourished female German Shepherd dog was found abandoned at Pasir Ris Farmway heavily infested by ticks. It was suspected that the dog came from a puppy mill in the vicinity and was used for breeding purposes. The dog was dangerously anaemic and bore several signs of infection. Due to her severe condition, the dog did not live long after being rescued however, her case echoes that of many other animals like her that are suffering in puppy mills.

In puppy mills, females are often bred every time they are in heat to increase output of puppies for sale. This understandably puts tremendous stress on them.

Puppy mills exist due to a growing consumer demand for pedigree puppies. Animal welfare organisations and activist groups, such as the SPCA, are advocating adoption as a means to curb the demand for puppies from pet stores. If there is no demand, there will be no supply.

² "STOMP - Singapore Seen - Tick-infested dog 'used for breeding' found abandoned in Pasir Ris."