



FRIENDS FOR LIFE



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## NEWS RELEASE

For Immediate Release

### ANIVERSITY — WHERE CHILDREN LEARN ABOUT CARING FOR ANIMALS!

**[9 Dec 2016] Singapore** – About 50 children started their school holidays by participating in an interactive, educational programme that aims to educate our future generation on being more compassionate and responsible towards animals.

Entitled “Aniversity”, the programme consisted of a three-hour workshop which was conducted twice; on 7 and 9 December 2016 respectively. About 25 children attended each workshop.

Aniversity is an education programme put together for children between the ages of seven and 12, where they learn about caring for animals in an interactive and fun way. At the end of it all, the children earned animal ranger badges. As part of the school’s Community Involvement Programme (CIP)/Service Learning programme, the children were also awarded CIP hours for their participation in this programme.



Children interacting with the cats in the cattery



Children painting their thoughts



SPCA's Kaiser, a Singapura Special leaving his paw print on the children's paintings

The SPCA continues to receive about 60 to 80 animal cruelty and welfare cases every month. In the last financial year, SPCA investigated 776 cases, many involving animals kept in poor conditions. Programmes such as Aniversity go a long way in educating our future generation on being more compassionate and responsible towards animals.

Ms. Selina Sebastian, SPCA's Deputy Executive Director and head of education says, *"It is important to cultivate empathy in children of a young age and to help them appreciate not only the joys but also the responsibilities of pet ownership. We hope that by providing them such engaging learning opportunities at a young age, they will go on to be future advocates for animal welfare."*

*"Loyal.D's PWP Fundraiser was initiated to provide a platform for children to use art as a creative outlet to express their feelings and empathy towards animals. We have found children at our PWP sessions reflect more on the bond between animals and humans, providing a good opportunity to gently convey the message of loyalty and love,"* says Loyal.D spokesperson, AparnaPingali Agrawal.

*"Educating the young is so crucial to eradicating pet abuse and abandonment. Anecdotal evidence suggests children today don't have the basic knowledge and experience of handling a pet when they come face to face with one, although they would very much like to interact with them, but just don't know how to do it correctly. Many would also like to have a pet but do not have any idea how to look after them. Our hope is that Pet Lovers Junior Club and its partners will help to address such issues, as the club's mission is to teach children how to be responsible pet parents through fun learning, and exciting activities."* says Mr Ng Whye Hoe, managing director, Pet Lovers Centre.

Aside from an educational talk by Pet Lovers Centre's Pet Lovers Junior Club and a painting session by Loyal D.'s Painting with Pooches (PWP) activity where the children took home their PWP artwork with one of the SPCA's dog's paw prints on their canvas, the children also had the opportunity to get up close with the animals in the shelter, with the aim of exposing them to proper animal handling from young.

Aniversity was jointly organised by **SPCA/Pet Lovers Centre/Loyal D.** and was held at SPCA Singapore.

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

The SPCA is a registered animal welfare charity and our two main objectives are to promote kindness to animals and to 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, education programme for schools and organisations, a sterilisation voucher programme for strays 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 Pet Lovers Junior Club**

Pet Lovers Junior Club is a club by Pet Lovers Centre for kids who love to be with dogs, cats or small animals. It's a club where they can also learn to be a responsible pet parent through fun learning and exciting activities, which are usually held during the school holidays.

**About Loyal D.**

Loyal.D is Singapore-based e-commerce platform with a strong social mission to raise awareness of responsibility towards animals for their entire lifetime. Loyal.D sells fashionable quality products for dogs and animal lovers where a percentage from every sale helps raise funds for animal welfare.

For more information visit [www.loyald.com](http://www.loyald.com) or check out their Facebook page Loyal.D



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