



A Responsible Pet Ownership Initiative by  AVA

NEWS RELEASE

For Immediate Release

WORLD ANIMAL DAY 2014 CARES FOR YOUR PETS!

The SPCA and AVA further advocate importance of responsible pet ownership with the annual World Animal Day 2014

26 September 2014 – With the growing number of pets in Singapore, it is vital that pet owners recognise the importance of responsible pet ownership. A pet is a lifelong commitment. However, the Society for the Prevention of Cruelty to Animals (SPCA) and Agri-Food and Veterinary Authority of Singapore (AVA) have been regularly handling cases of surrendered pets and pet neglect. The SPCA and AVA believe that education is the long-term solution to the problem of irresponsible pet owners. To this end, SPCA and AVA actively promote responsible pet ownership to equip existing and potential pet owners with knowledge on the care and responsibility that owning a pet comes with.

2 In conjunction with World Animal Day (4 October 2014), SPCA and AVA have come together again to advocate responsible pet ownership. The two-day event, which takes place on 27 and 28 September 2014 at the United Square Shopping Mall, is centred on the theme “Caring for Your Pet”. We aim to drive home (pun intended) the message that responsible pet ownership ultimately starts at, and revolves around, the home.

3 To prove this point, an apartment setting will be created, taking up half the event venue, in which popular pets will be featured, along with their various, respective needs. Instead of relying on mere poster panels or information booklets, experiential learning is emphasised by means of a walk-through ‘showroom’ enticing the visitor to explore the learning zones therein. Pet owners can thus better appreciate how their animal companions’ daily lifestyles can be improved.

4 Visitors can look forward to an entire day of learning, enrichment and – simply – sheer fun and enjoyment through participating in the stage activities, educational talks, photo booths and other fringe activities specially lined up. As World Rabies Day falls on 28 September 2014, visitors can also learn about rabies, a deadly disease that kills about 70,000 people worldwide every year. Visitors can also learn what precautions to take if they visit rabies-endemic countries in the region. Potential adopters ready for the lifelong commitment can also get acquainted with their prospective animal companion(s) at the event, as a number of cats, dogs, guinea pigs, hamsters and rabbits will be up for adoption too. To make each successful adoption a little more special and memorable, Hill’s Science Diet goody bags will be provided too.

5 See Appendix A for more relevant event details.

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About the SPCA:

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, do come by our website <http://www.sPCA.org.sg> and/or our Facebook page <http://www.facebook.com/sPCAsingapore>

About the 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. AVA works closely with the industry through various platforms like food business clusters, taskforces and dialogues. 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. AVA goes above and beyond to ensure a resilient supply of safe food, to safeguard animal and plant health, and to facilitate agri-trade for Singapore. With your well-being protected, you can have the peace of mind to enjoy moments that are picture perfect with your loved ones.

For more information on AVA's responsible pet ownership public education programme, visit our website <http://www.petsforlife.com.sg/>

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.



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APPENDIX A

SPCA & AVA CELEBRATE WORLD ANIMAL DAY 2014

Venue: United Square Shopping Mall
Basement Atrium (near Watson's Store)

Date: 27 and 28 September
(Saturday and Sunday)

Time: 11am-8pm

This year's theme is "***Caring for Your Pet!***" We want to drive home the message, **we** as pet owners, must be responsible in how **we** care for our pets so **we** can ensure our commitment to them for life.

Join the SPCA & AVA in our stand for kindness to animals and soak in the festivities with us as we celebrate World Animal Day 2014. Bring your family and friends.

Here are the exciting activities happening on World Animal Day 2014:

ADOPTION DRIVE

We will be bringing our wonderful adoptees for an adoption drive. Meet our lovely cats, dogs, hamsters, rabbits and guinea pigs. What a perfect way to commemorate this special occasion by adopting one of these unwanted animals. A "Hill's Science Diet" goody bag will be given for each successful adoption.

PUBLIC EDUCATION ZONE

We all know what love is, but how many of us actually understand how to take care of our pets properly and know our responsibilities as pet owners?

Many neglect and abandonment cases happen when pet owners do not know how to properly care for their pets – they allow them to stray, perceive grooming as frivolous instead of a necessity, not exercising their pets, etc.

SPCA and AVA constantly promote proper care of pets.

At this 2-day event, we're creating an apartment setting with half of the event venue. In it, we will feature the popular pets in Singapore and their needs, such as the dog, cat, rabbit, guinea pig and hamster. Instead of using mediums of poster panels or booklets, a walk-through "showroom" is sure to entice you to explore the learning zone and create a memorable experience. If you are a parent, this is the perfect event to bring your kids to learn about the huge responsibilities involved in taking care of our pets.

ACTIVITY SHEET AND GOODY BAGS

As you meander through the learning zone, don't forget to pick up an activity sheet from our roving volunteers. If you answer the questions correctly, you are guaranteed a goody bag which contains an array of exciting premiums.

PET CARE ADVICE

Many of you will have questions about caring for your pets and we know how you might be lost in the whirl of all the exciting activities. Head to our Information Booth where our friendly Animal Ambassadors and AVA officers will be more than glad to answer your burning questions. While you're there, do pick up some brochures or pet care leaflets.

SPCA MERCHANDISE

Select from our wide array of bookmarks, pens, notepads, t-shirts, stickers and more. Endorse your support by using SPCA products and proudly display those spiffy car decals! Dress yourself in our latest new t-shirt encouraging adoption. These will be available in four exciting and vibrant colours. As the saying goes, retail therapy heals all weary hearts. But the great thing is that you also get to help the animals.

EXCITING FRINGE ACTIVITIES

Other than the stage activities such as song performances, fun games with SPCA's mascot, Max, engaging talks and more all lined up for you, we also have other fringe activities that you will definitely enjoy. Here is a sampler:

Everyone will find thrill and excitement at the photo booth section where a photographer will be on hand to take pictures so that you will have a memento of your wonderful time spent at World Animal Day.

What is an event without a henna artist? For just \$5, our volunteer will put together a work of art for you.

If you love animals as much as we do and want to join us in thanking them through fun and sharing, come down and show your support this World Animal Day!

Note:

Due to the United Square Shopping Mall's policies, unfortunately, pets will not be allowed at the event.

Pictures





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