



FRIENDS FOR LIFE

# NEWS RELEASE

For Immediate Release

## PAWS & PURRS AT THE SPCA *World Animal Day 2009*

**Singapore, 29 September 2009** – Since 1931, the fourth of October has been a special day for animal lovers around the world as a day of solidarity to celebrate the special bond and respect between man and all creatures. Here in Singapore, the Society for the Prevention of Cruelty to Animals (SPCA) will celebrate World Animal Day<sup>1</sup> by opening its gates at its current premises at Mount Vernon Road.

Deirdre Moss, Executive Officer, SPCA, expressed her excitement of bringing the celebrations back to the heart of its operations. “This year’s event will be extra special as it will be one of the last World Animal Day celebrations as we countdown to our eventual move in 2012. The SPCA has held many other World Animal Day events at its home, and we invite animal lovers to join us in creating more happy memories this year”.

In light of World Animal Day, the SPCA is calling on people to remember the numerous animal charities around the world that work hard on our behalf to help and protect animals in need.

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<sup>1</sup> World Animal Day was started in 1931 at a convention of ecologists in Florence as a way of highlighting the plight of endangered species. Since then it has grown to encompass all kinds of animal life and is widely celebrated in countries throughout the world. October 4 was chosen due to its recognition as the Feast Day of Francis of Assisi, a nature lover and patron saint of animals and the environment.

As the oldest animal welfare organisation in Singapore, the SPCA has seen a significant shift in the population's mindsets and attitude toward animals over the years. "More Singaporeans are willing to speak out against cruelty to animals and this is very encouraging. Public support is essential for the SPCA to continue its education and animal welfare work," said Deirdre Moss.

The SPCA believes that World Animal Day as an opportunity to build community awareness of the issues facing animal welfare and cruelty, providing opportunities for education and exploration of self awareness and, generally celebrate all animals.

A key highlight at this year's event is a dog behaviour booth where a certified dog obedience instructor will help pet owners sort out pet behaviour problems. SPCA's information officers will also be on hand to answer any pet-care questions. Children can expect games, tattoo art, a magic show and animal mascots.

The SPCA and Sea Shepherd will also continue to increase awareness on the issue of whale sharks and bottlenose dolphins being kept in captivity. Earlier this year, the SPCA had written in to Resorts World Sentosa to express its objection to the importation of part of a group of 18 of these dolphins which were caught from the wild in the Solomon Islands. The SPCA believes that the act of taking these animals from the wild (endangered or not) is at odds with the spirit of Singapore's Wild Animals & Birds Act, which prohibits the taking of an animal from the wild.

**Paws n Purrs at the SPCA**

**31 Mount Vernon Road**

**Sunday, 4 October 2008**

**10:00am to 4:00pm**

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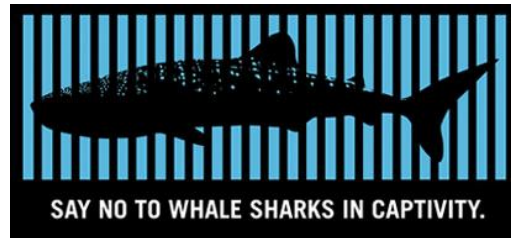
**Note to Editor:** Please refer to Annex A for poster and programme details.

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**For further information, please contact:**

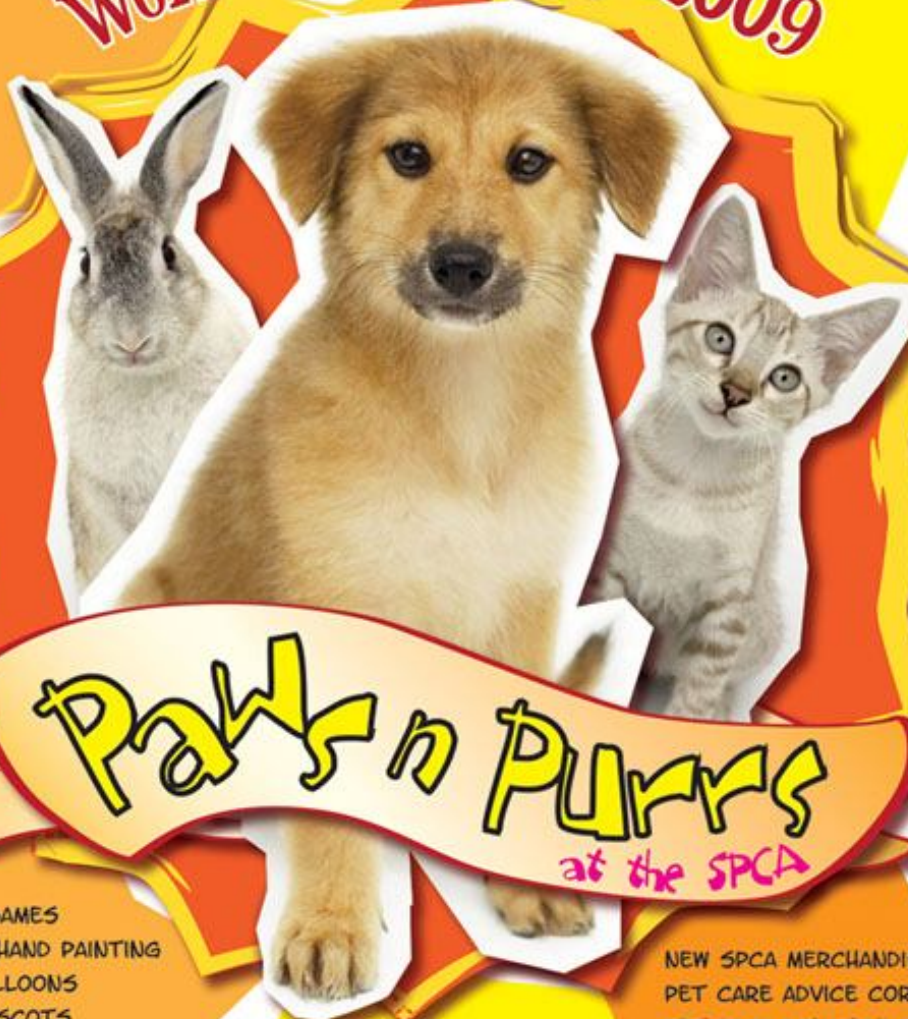
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***About Society for the Prevention of Cruelty to Animals (SPCA)***

*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>*

# World Animal Day 2009



## Paw's n Purrs at the SPCA

FUN AND GAMES  
FACE AND HAND PAINTING  
ANIMAL BALLOONS  
ANIMAL MASCOTS  
FREE POSTERS  
PET ADOPTION  
DOG BEHAVIOUR BOOTH

NEW SPCA MERCHANDISE  
PET CARE ADVICE CORNER  
PET FOOD DONATION DRIVE  
EXHIBITIONS  
HILL'S SCIENE DIET PET  
FOOD FREEBIES  
AND MUCH MORE!!

4TH OCTOBER (SUNDAY)  
10AM-4PM  
SPCA  
31 MOUNT VERNON ROAD

CONSIDER GOING GREEN! WE STRONGLY ADVISE THAT YOU TAKE THE BARTLEY CIRCLE LINE STATION (EMERGE FROM EXIT A).

**NO PARKING AVAILABLE WITHIN SPCA PREMISES.** IF YOU REALLY HAVE TO DRIVE, YOU CAN PARK AT THE NEAREST MRT STATIONS (SERANGOON, LORONG CHUAN, BISHAN) AND MAKE THE UNDER 6 MINUTE TRAIN RIDE IN.

BUSES 93, 158 AND 28 ALSO PASS BY AT THE SPCA. BUSES 22, 24, 43, 58, 62, 70, 76 AND 80 STOP ALONG UPPER PAYA LEBAR ROAD WHICH IS A 5 MINUTE WALK TO THE SPCA.

MORE DETAILS AT [WWW.SPCA.ORG.SG](http://WWW.SPCA.ORG.SG)



FRIENDS FOR LIFE

## **ACTIVITY LINE-UP**

- **Exhibition**

An exhibition of SPCA's work - ranging from the consequences of abandoning pets, the benefits of sterilisation, updates on animal abuse cases to educational information on responsible pet ownership and much more.

- **Dog Behaviour Booth**

Can't seem to get Fifi to relieve itself in the right area? Blackie barks at inappropriate times and Lucky pulls on the leash when on walks? Get these questions and more answered at our Dog Behaviour Booth between 11am – 1pm. Kang Nee will be glad to help you iron out problem behaviour in your dog. Kang Nee has a Ph.D. in Zoology, specialising in the study of animal behaviour. She is also certified by the Animal Behaviour College (USA) as a dog obedience instructor.

- **Sweet Memories**

Over the years, the SPCA has helped many amazing animals that have come through our doors. We will have a pictorial spread of some of our favourite moments with them and we want you to choose your favourite. If you choose the one that gets the most votes, your entry will be entered in a draw with a prize sponsored by the Grand Hyatt Hotel.

- **Pet Care advice corner**

Get your questions answered by our Information Officers! As a pet owner, there may be something about Lucky that is troubling you. Or you may not have a pet yet but are thinking about getting one, and you don't know if you're ready. We're here to answer your questions. Our wide array of dog and cat booklets as well as pet care leaflets is available for you to take home.

- **Adopt-a-Furry-Friend**

If you have been thinking about sharing your home with an animal companion, World Animal Day would be a wonderful time to adopt an unwanted pet. But you must be 100 per cent sure that you have what it takes to give an animal a loving home. Bring home a friend that will love you for life.

- **Fun and Games**

Try your luck at our fun animal games designed with animals and their protection in mind. Compete at 'Poach the Hunters', 'Save the Animals' or other games. You are guaranteed to win a prize.

- **Face-and-hand painting, animal balloons for children**

Drop a few coins into our collection tins and walk away with beautifully painted hands or face and an animal balloon to boot!

- **Free Posters**

Head for our pet care corner and get a free limited edition SPCA poster if you answer five animal welfare questions correctly. A simple lesson and a gift for just a little effort – what a great deal!

- **Sale of SPCA products**

Loads of SPCA merchandise will be on sale, from T-shirts to posters and our coveted 2010 desk calendar and diaries! Get a head start on sending out those Christmas cards as they will be launched then too. It's the perfect opportunity to pick up gifts for friends

and family.

- **Sign up as our member**

There's no better day to become an SPCA member (Life, Senior, Youth or Junior) than on World Animal Day. A goody bag of gifts and freebies will be given to each new member.

- **Children's T-shirts**

Get specially designed children's T-shirts hand-painted by SPCA's youth volunteers. Our volunteers have been working hard putting their personal touches on these limited edition T-shirts – no two designs are alike! Perfect for children between five and 10 years of age, each T-shirt cost only \$2.00 (Limited to two pieces per person).

- **Pet Food Drive**

The next time you are in the supermarket, why not add a couple of cans of dog or cat food into you trolley. Bring those cans to the SPCA open house because we are having a pet food drive that day. What better way to help the animals in the shelter than provide them with food while they wait to find a loving home.

**And much more!**