



NEWS RELEASE

SPCA Takes On The “What The Fluff” Challenge

Singapore, 17 July 2018 – The Society for the Prevention of Cruelty to Animals (SPCA) shines a light on the issue of pet abandonment by leveraging on “What The Fluff”, the latest viral challenge on social media that is taking the internet by storm.

The “What The Fluff” challenge is about owners tricking their pets into thinking they have disappeared, by running away after hiding behind a blanket. The adorable and perplexed reactions from their pets, and the joy when they are reunited again, has turned viral.

But, what if their owners never return? This is the message that SPCA is trying to raise through this social media campaign, using the same format but showcasing abandoned canines. The videos are aimed at raising awareness on pet abandonment in Singapore, while encouraging people to adopt homeless pets. Members of public are also invited to share their voice by recording their own clips and spread the message of “save a life, adopt a shelter pet.”

With 2,000 unwanted pets rescued every year, the SPCA believes in providing a second chance for these animals through adoption.

“Through this campaign, we want to stress the seriousness of pet abandonment in Singapore. Some of our animals may have had a difficult past, but with time, patience and loving care, they can learn to trust people again and become loyal companions. The pets we are showcasing are eagerly awaiting the forever homes they are so deserving of,” said Dr. Jaipal Singh Gill, Executive Director at SPCA Singapore.

Watch the film [here](#), or join the conversation at #WhatTheFluffChallenge.

For more information on adoption at SPCA, please visit:
<http://www.spca.org.sg/services.asp>.

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

The SPCA is a registered animal welfare charity and its two main objectives are to promote kindness to animals and to prevent cruelty to animals. Relying mainly on donations from the public and fundraising, the Society provides various animal welfare services including a 24-hour emergency service, cruelty investigation, an adoption programme, an education programme for schools and organisations, a sterilisation programme for community animals, running an animal shelter and supporting quarantine for unwanted, abused and abandoned animals. For more information, visit <http://www.spca.org.sg>.