



NEWS RELEASE

For Immediate Release

SPCA Brings Good Cheer and a lil' bit of Country to Far East Plaza

Singapore, 1 December 2015 – On Saturday 5 December, the Society for the Prevention of Cruelty to Animals (SPCA) will host a pet adoption drive and outreach event *Paws for Life*, at the Far East Plaza.

The community event will focus on responsible pet care amidst family bonding activities. Highlights will include a meet-and-greet session between potential adopters and adoptable pets, stage shows, and animal welfare exhibits paying tribute to SPCA's 31 years at Mount Vernon Road.

Alongside SPCA's outreach and merchandise booths, a small artisan market will be set up, featuring farm fresh produce from Singapore's very own rural and urban farms from Kranji Countryside, as well as locally made artisanal products such as nut butter, pet treats, organic vegetables, ice creams and yoghurt.

Having launched its fundraising campaign *The Last Sprint* in September this year, a total of S\$58,000 was raised to help achieve its target of S\$1.7 million by the end of 2015, when SPCA moves to its new premises at Sungei Tengah with expanded facilities, in early 2016.

"The SPCA has come a long way from its informal beginnings in a residential area in Tomlinson Road, to an office in Orchard Road, to our current premises at Mount Vernon. The tribute exhibit is timely as we prepare to move to our new purpose-built animal shelter and will bring back fond memories, for the countless friends who have visited us through the years", says Selina Sebastian, Deputy Executive Director of SPCA.

Far East Plaza, the venue sponsor for *Paws for Life*, welcomed the event as an opportunity to meaningfully engage shoppers and customers during the holiday season. Far East Organisation is also making a \$30,000 contribution towards SPCA's new shelter.

"The management corporation is happy to bring some of the country and farm life living to the city," said a representative of the Management Corporation of Far East Plaza. "We hope that this will be something interesting and different for our shoppers and that they will feel inspired to care more for animals."

Paws for Life

Date: 5 December 2015, Saturday

Time: 12pm - 6pm

Venue: Concourse, Level 2, Far East Plaza, 14 Scotts Road

Free to Public

– Ends –

For further information on this event, please contact:

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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>