

For Immediate Release

PETEXPO 2019 IS BACK FOR ITS 6TH EDITION FROM 12-14 APRIL 2019 AT SINGAPORE EXPO HALL 7 WITH OVER 90 EXCITING VENDORS, MORE THAN 240 BRANDS, TALKS, WORKSHOPS AND MORE!

- *PetExpo 2019 is bringing in the best in pet health and wellness, with new product showcases as well as a curated series of talks and workshops, including Basic Nutrition for Companion Animals, BodyTalk™ for Animals, Therapeutic Massage for Dogs and Game on with Animal Rehabilitation*
- *Contribute to Fur4Hope, the first charity dog grooming event of its kind to raise awareness about dog welfare and raise funds for AVS's rehoming partners*
- *Singapore's best groomers, trainers as well as cats, dogs, betta and guppies fight it out for the top spot at this year's championships*

PetExpo

Singapore's Largest Pet Fair

12 - 14 April 2019 • 11am to 8pm daily
Singapore Expo Hall 7



Singapore, 21 March 2019 – Get ready for a furry good time with PetExpo 2019 as Singapore's largest pet fair returns for its sixth consecutive year from 12-14 April 2019 at Singapore Expo Hall 7. Covering 6,500 square metres in its biggest edition yet, attendees can look forward to fashionable and statement accessories and furniture for their furkids alongside health and wellness products from more than 90 local and regional vendors. PetExpo has also curated a series of talks and workshops to bring out the best in their pets, inside and out.

Growing demands in pet health and wellness

In recent years, pet owners have become increasingly conscious on the types of food consumed by their pets, with many opting for human grade food to help pets build stronger immune system. This year, visitors can look forward to a wide spread of grain and gluten-free options, as well as superfoods for pets. For the first time ever, canine friends at PetExpo gets to enjoy a special treat on an exciting day out - nutritious and lactose-free dog-friendly ice cream containing supplement proven to improve the overall gastrointestinal health of dogs.



Pet owners looking to gain better nutritional knowledge and practical skills to ensure optimal health in pets, as well as gain insights into the common intoxicants and poisons which pets may be exposed to at home or outside can register to attend the **Basic Nutrition for Companion Animals** talk by Dr. Nicholas Haw from Ngee Ann Polytechnic. Other talks include **First Aid Response and Pets' Well-being Management** and **Basic Rabbit Care and What You Can Do at Home to Access Urgency of Veterinary Care**.

Those who are more interested in wellness therapies may be keen to attend **BodyTalk™, Therapeutic Massage for Dogs** and **Game on with Animal Rehabilitation** workshops:

- **BodyTalk™** is a form of non-invasive, holistic therapy aimed at balancing the general body/mind energy of animal companions and addressing their physical, emotional and behavioural concerns. Through biofeedback and using an extensive protocol chart, the practitioner can find out which imbalances within the body are a priority or not communicating correctly, and stimulate the body's innate ability to balance and heal itself.
- **Therapeutic Massage for Dogs** is a wonderful way to build and strengthen the owner's relationship with his/her dog. It is a branch of alternative therapy that promotes health in dogs and benefits may include relaxation, increased oxygenation, relief from pain, improved joint flexibility as well as an improvement in the immune system.
- **Game on with Animal Rehabilitation** combines balance, strength, endurance, range of motion and flexibility into a series of exercises for injury recovery and prevention. In contrary to many pet owners and even veterinarians' belief, ground therapeutic exercises are actually the most important part of an integral orthopedic or neurologic rehabilitation programme for animals who are injured or as part of the palliative treatment for geriatrics. At Game on with Animal Rehabilitation, pet owners can get involved with the prescribed daily exercises the Rehabilitation Veterinarian, and their furkids will become so much happier, walk much faster and have more energy than before.

AVS will also be offering a basic free pet health check at PetExpo. Besides a physical health examination by a vet, he/she will also share some necessary pet care advice to help owners better manage their pet's health. Additionally, some pets will also be eligible for a complimentary micro-chipping service.

K9 Sports for Dogs

- Pet owners looking to join in the fun can enrol their dogs in the K9 Sports – Dog Dancing or Jumper Course where they will team up with their dogs and learn simple dance moves, or how to do simple jumper course including jumping over obstacles, ducking through tunnels and rings!

Supporting charity causes and animal welfare groups

PetExpo 2019 will be hosting **Fur4Hope**, the first charity dog grooming event of its kind in Singapore, with 100% of the proceeds going towards participating dog shelters* on 12 April 2019. The fundraising event is organised by the Animal Arts Academy and Pet Lovers Centre to help drive awareness about dog welfare and raise



funds for AVS's rehoming partners. Grooming services include Hair Extension, Nail Care, Hair Care and Express Haircut with prices ranging from \$5 - \$20. The first 200 participants to register via online booking will receive a goodie bag worth \$20.

"This is a very unique initiative as it involves engaging the dog owners to do charity for animal welfare groups, including Exclusive Mongrels. Unlike run-of-the-mill fundraisers where there is endless appeals for funds, dog owners actually see 100% of their funds going toward AWGs, and in return get their dogs groomed," shared Mr Kevin Neo, Director of Exclusively Mongrels.

Visitors looking to welcome a new family member to their home can also participate in AVS's adoption drive, a visitor favourite at PetExpo, and meet with new bunnies, cats and dogs from the 13 participating animal welfare organisations*.



Mr Kevin Neo added, "Having a pet is for life, it is a commitment to your pet when you make that decision to give it a home. Do your research, speak to people and pet owners on what is needed to provide for a pet before taking the plunge. Don't be afraid to reach out to others for advice, and assistance to ensure the welfare of your dog is not compromised. Most importantly, a pet is for life and must be considered as a family member, of which one must not give up."

PetExpo has also partnered with SPD for the first time to engage their trainees from The Sheltered Workshop in helping to pack 3,000 goodie bags for visitors to PetExpo. The Sheltered Workshop is both a place for employment and vocational training for people with disabilities. The center provides real work environment for the trainees, thus improving their future employment prospects.

**Please refer to the annex for the full list of participating animal welfare organisations and Fur4Hope beneficiaries*



Best of the Best



Aquaman may reign underwater but it is the guppies and betta who will battle it out aboveground to be the champion at PetExpo 2019. The former will be judged by their size, shape, colour and pattern of their body and finnage in the **Guppy Challenge 2019**; the latter will be showcased in over 600 tanks from nearly 200 local and overseas participants, where they will go fin to fin in all 33 competition classes in the **13th National Betta Competition 2019**.



Other competitions include the 18th SKC Grooming Certifications & 7th SKC Elites Grooming Competition, 113th SKC Obedience Championship Trials, 222nd SKC Championship Dog Show, 27th FCI International CACIB Show and the 4th Easter Eggstravaganza Championship Cat Show 2019.

Parrots Showcase & Photobooth

The Flightmasters, a group of parrot enthusiast, will be bringing a stunning showcase of different species of parrots in a myriad of colours and sizes. Visitors are invited to hold them for a photo taking session by contributing \$2 to the charity box. The macaws will also be performing a Free Flying Show, where they will spread their wings and roam the hall freely, bringing a burst of colours to the hall itself.

PetExpo 2019 will be happening from 12-14 April 2019 at Singapore Expo Hall 7. Tickets can be purchased on <http://www.petexposg.com> or at the door.



PetExpo 2019 Event Details

Date: 12-14 April 2019 (Fri – Sun)
Time: 11am – 8pm
Venue: Singapore Expo Hall 7
Admission: \$5 per day / \$12 for 3-Day Pass
Free entry for children below 12
Pets are welcome!

Follow us on

Facebook: <https://www.facebook.com/PetExpoSg/>
Instagram: <https://www.instagram.com/petexposg/>

- END -

About PetExpo

PetExpo is Singapore's Largest Annual Pet Fair and returning for the sixth year. The expo is a three-day event that started in 2014 as a platform for the pet communities to congregate, share their experiences, gather insights on pet ownership and network with other pet owners at the event. The expo will feature the best deals on the latest products and supplies, and a host of educational talks, workshops, contests and competitions that will appeal to pet owners from all walks of life.

About MP Singapore Pte Ltd

MP Singapore is part of the MP International (MPI) group which specialises in organising exhibitions, conferences and special events for various industries and interest groups. Trusted since 1987, MPI embodies more than a quarter century of event building, marketing and management experience in both Eastern and Western cultures, practices, and business philosophies. We bring world-class talent, industry expertise, and incredible enthusiasm into the design and management of extraordinary online-to-offline experiences for your organisation. As part of the Pico group, MPI is headquartered in Singapore with offices across Asia and Europe. For more information on events managed and organised by the MPI group, please visit www.mpinetwork.com.

For more information, please contact

Ng Lay Peng
Bask Communications
Email: hello@baskcomm.com
Tel: +65 9237 7316

Goh Ying Ying
Assistant Marketing Communications Manager
MP Singapore
Email: yingying.goh@mpinetwork.com
Tel: +65 6389 6633



Annex 1a: List of Participating Welfare Organisations

1. Action for Singapore Dogs
2. Animal Lovers League
3. Cat Welfare Society
4. Causes for Animals Singapore
5. Exclusively Mongrels
6. House Rabbit Society Singapore
7. Mercylight
8. Noah's Ark Cares
9. Oasis Second Chance Animal Shelter
10. Purely Adoptions
11. SOSD Singapore
12. Society for the Prevention of Cruelty to Animals
13. Voices For Animals



Annex 1b: Fur4Hope Beneficiaries

1. Action for Singapore Dogs
2. Animal Lovers League
3. Causes for Animals Singapore
4. Exclusively Mongrels
5. Noah's Ark Cares
6. Oasis Second Chance Animal Shelter
7. SOSD Singapore
8. Society for the Prevention of Cruelty to Animals
9. Voices For Animals



Annex 2: SPCA Clinic

In 2017, a group of animal lovers helmed by Gerti Iwatake partnered SPCA to raise funds for the expansion of the only non-profit veterinary clinic serving needy animals in Singapore, with the aim of developing Singapore's first full service clinic for marginalised animals. Besides treating rescued, abandoned, and lost animals which come through their doors, they also help community animals, and animals from other animal welfare groups (AWGs) in Singapore. The SPCA Clinic charges a minimum fee for the services, and holds a charity gala annually to raise funds to partly cover the clinic operation costs.

While there has been an incredible growth of animal lovers over the years, there is also a substantial gap in affordable animal healthcare coupled with an increasing number of animals in need.

The SPCA clinic is the only non-profit clinic in Singapore and will be officially opened on July 6, 2019 with Mr Desmond Lee, Minister for Social and Family Development and Second Minister for National Development as the Guest-of-Honour. The clinic will only be accepting shelters and community animals, feeders or found animals. Shelters interested to work with SPCA Clinic are encourage to register their shelters or feeders with the clinic to enjoy special privileges and low cost. For its official opening, SPCA Clinic will invite all shelters to come and have a look at the clinic.

