

For Immediate Release

## #PETEXPOCONNECT – BRAND NEW VIRTUAL EXPERIENCE 13 AUGUST - 13 SEPTEMBER 2020

**Singapore, 12 August 2020** – #PetExpoConnect is a spin-off from PetExpo and is a brand-new virtual event, which will take place from **13 August to 13 September 2020!** A digital experience for the pet community to **Connect, Converse and Create** new experiences; it aims to bring together the pet communities and brands through meaningful content interactions and promotional opportunities.

#PetExpoConnect will be a month-long event consisting of **live webinar series, flash deals live sessions, fundraising & adoption drives, pet food donations, directory** listing of **pet suppliers, networking** that **brings like-minded pet owners** together. #PetExpoConnect provides brands and businesses with a platform to converse with the pet community by showcasing the brands' thought leadership and innovations. Expect educational talks, practical advice, fabulous **deals, giveaways, a grand lucky draw** and much more.

While physical events cannot be held this year, the organiser recognises the need for the pet community to continue to connect and engage. Here are what pet lovers can expect from the month-long programme:



## **Live Series**

#PetExpoConnect has partnered with various organisations to line up a series of live webinars, covering a wide variety of topics that range from responsible pet ownership, antibiotics for pets, grooming for pet rabbits, exercises to keep pets healthy, fish health and water quality, gastrointestinal disease in pet birds and more. Refer to Annex A for the full programme.

With sessions lined up each weekend on 15, 16, 22, and 23 August 2020, paw-rents can expect to engage in interactive sessions with the pet community, learn and ask questions, while having fun in the process. Giveaways will take place for each session and registered participants will stand to win prizes in the grand lucky draw! Register here: <https://bit.ly/petexpoconnectaug20> to join.

## **Flash Deals Live**

PetExpo is well-loved for their deals and this year, we will be bringing the experience online! Partnering with Pet Lovers Centre (15 August, 7pm) and Shaggy Wagon (22 August, 7pm), pet lovers can participate in these sessions and expect to snatch great deals during the hour-long programme.

## **Adoption Drives**

LOVE CATS LOVE LIFE is a virtual adoption drive by the Cat Welfare Society (CWS) and the society will be providing more information about 3 cats that are up for adoption. CWS provides opportunities for people to put up cats for adoption and in this session, they will be sharing more information about how this process works.

15 dogs from Save our Street Dogs (SOSD) will be put up for adoption. This will be SOSD's first-ever virtual adoption drive. New paw-rents who complete the adoption will receive welcome gifts from Royal Canin consisting of food, wet pouches, vouchers and more.

## **Strangers to Friends - Virtual Dates For Animal Lovers**

A new initiative that aims to bring paw-rents and pet lovers who are currently single and with common interests together. In conjunction with Table For Two and KRDS Singapore, #PetExpoConnect is organising an online matchmaking fundraiser, to bring animal lovers together and for a worthy cause. Utilising a newly built website mimicking a dating app by KRDS, participants can pay a S\$9 fee for a chance to be matched with a fellow animal lover. The online registration is easy and participants could indicate the type of animal lovers they want to meet. Certified dating practitioners from Table For Two will be matching like-minded animal lovers to meet virtually based on their personalities, core values and the kind of pets that they own.



[www.petexposg.com](http://www.petexposg.com)

This is a good opportunity to bring the pet community together to connect, make friends, create conversations around pet-related topics and more. All proceeds received will be donated to the following 11 Animal Welfare Groups: Action for Singapore Dogs, Causes for Animals Singapore, Cat Welfare Society, Exclusively Mongrels, Hamster Society, House Rabbit Society Singapore, Mercylight Animal Rescue and Sanctuary Limited (MARS), Noah's Ark CARES, Purely Adoptions, Society for the Prevention of Cruelty to Animals (SPCA) and SOSD Singapore.

### **Online Kilo-for-Kilo Food Donation Drive**

Royal Canin will be hosting a food donation drive, which will feature a range of 59 cat products and 52 dog products for sale. The selling prices of these products during the donation drive will be at a 20% discount from retail prices. Customers can either purchase the products for their own use or donate them to the Cat Welfare Society (CWS) or Save our Street Dogs (SOSD). Royal Canin will be matching kilo-for-kilo and donating the same amount to the animal welfare groups.

#PetExpoConnect will not be possible without the support of Animal & Veterinary Service (AVS) and our sponsors and partners including and not limiting to Allhealth Solutions, Beecroft Bird Exotics Veterinary Clinic, BOM BOM, Birds & Family, Cider & Basil, Harvest & Sons, Howlistic Life, Jerhigh, Noble Advance, Papapets.com, Pet Lovers Centre, Perromart, Rehabvet, Rein Biotech Services Pte Ltd, Royal Canin, SG Pets, Shaggy Wagon, Shop the Paw, Starpet Marketing Pte Ltd, Table for Two, What the Mut and Yappy Pets. Also special thanks to the Animal Welfare Groups including: Causes for Animals Singapore, Cat Welfare Society, Exclusively Mongrels, Hamster Society, Mercylight Animal Rescue and Sanctuary Limited (MARS), Noah's Ark CARES, Purely Adoptions, Society for the Prevention of Cruelty to Animals (SPCA), and SOSD Singapore.

#PetExpoConnect will be happening from 13 August to 13 September 2020 virtually. Register to join and win prizes from giveaways and the grand lucky draw: <https://bit.ly/petexpoconnectaug20>. Please see <https://petexposg.com/> for more information about the virtual event.

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[www.petexposg.com](http://www.petexposg.com)

### **#PetExpoConnect Event Details**

Date: 13 August-13 September 2020

Website: <https://petexposg.com>

### **Follow us on**

Facebook: <https://www.facebook.com/PetExpoSg/>

Instagram: <https://www.instagram.com/petexposg/>

#PetExpoConnect

### **About #PetExpoConnect**

#PetExpoConnect is a digital experience for the pet community to Connect, Converse and Create new experiences. Like-minded paw-rents and fellow pet lovers can come together virtually to learn, share, play and explore @ #PetExpoConnect!

### **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](http://www.mpinetwork.com).

### **For more information, please contact**

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**Annex A - Programme**

**15 August 2020, Saturday**

**12pm GMT+8**

**Responsible Pet Ownership - What you need to know before getting a pet**

Dr Alwyn Tan

Animal & Veterinary Service (AVS)

**3pm GMT+8**

**Home Exercises to Keep your Pets Healthy**

Dr Sara Lam

Certified rehabilitation veterinarian, REHABVET

**5pm GMT+8**

**What is your pet's health trying to tell you about nutrition?**

Jason Wang, Pet Nutrition Consultant

Sponsored by: BOM BOM

**7pm GMT+8**

**Facebook Live Flash Deals**

By Pet Lovers Centre

**16 August 2020, Sunday**

**12pm GMT+8**

**Journey to be a Fid Parrent**

Maneck Shah

Proud Parrot Parrent

in Partnership with Birdies & Family

**3pm GMT+8**

**Learn how to groom your pet rabbit**

Anthea Ng

Volunteer groomer for HRSS

in Partnership with House Rabbit Society Singapore

**5pm GMT+8**

**LOVE CATS LOVE LIFE Adoption Drive**

In partnership with Cats Welfare Society (CWS)

**22 August 2020, Saturday**

**12pm GMT+8**

**Fresh Food for Pets: Taboo or Legit?**

Dr Francis Cabana

PhD in Wildlife Nutrition

Sponsored by: PetCubes

**3pm GMT+8**

**Fish Health, Water Quality & How to Treat Common Ailment**

Dr Fred Chua

Allpets & Aqualife Clinic

**5pm GMT+8**

**Puppy Socialisation and Training**

Ms Chong Qiai

Animal & Veterinary Service (AVS)

**7pm GMT+8**

**Facebook Live Flash Deals**

By Shaggy Wagon

**23 August 2020, Sunday**

**12pm GMT+8**

**Myths and Facts about Antibiotics and Our Pets**

Dr Lin Anhui

Animal & Veterinary Service (AVS)

**3pm GMT+8**

**Gastrointestinal Disease in Pet Birds**

Dr Rina Macguire

Beecroft Bird & Exotic Veterinary Clinic

**5pm GMT+8**

**Adoption Drive (Dogs)**

In partnership with SOSD



[www.petexposg.com](http://www.petexposg.com)

**7pm GMT+8**

**Facebook Live Flash Deals**

By SG Pets (to be confirmed)

**\*all sessions and schedules are correct at the time of distribution and are subject to change without prior notice. Check [www.petexposg.com](http://www.petexposg.com) for the latest programme schedule.**