



**PRESS RELEASE**

1 October 2010

**FIRST-EVER EVENT IN SINGAPORE TO PROMOTE CRUELTY-FREE LIVING**

SINGAPORE, 1 October 2010 – ACRES today launched “SHOP WISE, SAVE LIVES. Say no to animal cruelty”, the first-ever event in Singapore to promote cruelty-free living and raise awareness about product testing on animals, factory farming and the cruelty behind some fashion products.

This 3-day event in the heart of Singapore, which coincides with World Animal Day (4<sup>th</sup> October), features a mock supermarket display revealing the hidden cruelty behind the production of some toiletries, cosmetics, household products and fashion items and the many cruelty-free, animal-friendly alternatives available.

For the sake of a dish, a face cream, a detergent or a handbag, many animals are denied even their basic needs - to move, socialise, play, run, scratch in the earth, feel the sun or nurture their young. For our convenience, profit and pleasure, they are confined, beaten, branded, tortured, mutilated and killed.

“All of us have within ourselves the ability to relate to other living beings with compassion. We can all make cruelty-free choices about what we eat, wear and buy that will have a positive impact on animals. These days we are spoiled for choice as consumers, and with a little know-how we can all make sure that the products we buy are animal-friendly and have not caused needless suffering” said Amy Corrigan, ACRES Director of Cruelty-Free Living Campaigns.

Throughout this weekend, members of the public will have the chance to try out and purchase cruelty-free products at a discount, brought in by leading companies such as The Naturally Better Company, Lemongrass House, Terra Plana and Bud Cosmetics, to kickstart their new cruelty-free lifestyle. They will also be encouraged to spread the word on “SHOP WISE, SAVE LIVES” via logging into Facebook at our action booth to make a pledge and can download a free iPhone application which lists non-animal tested products.

Singapore’s first-ever Cruelty-Free Pocket Shopping Guide, produced by ACRES, will be distributed at the event. The guide lists cruelty-free brands and the exact locations these can be purchased in Singapore. These brands have been approved by the BUAV’s Humane Cosmetics Standard or Humane Household Products Standard schemes and often feature a “Leaping Bunny” logo on the products.

“The good news is that there are many cruelty-free products available, which do not involve any animal cruelty at all in their manufacture, and this event is all about exacting this change in lifestyle immediately” said Mr. Louis Ng, Executive Director of ACRES.

This event is part of ACRES’ continuing efforts to educate the public about cruelty-free choices and is made possible by the BUAV (British Union for the Abolition of Vivisection), The Body Shop, Plaza Singapura, The Naturally Better Company, Lemongrass House, and MCube Events Communication.

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**Event details:**

Date: 1st – 3rd October 2010  
Time: 12:00pm – 9:00pm  
Venue: Atrium@Orchard (beside Plaza Singapura)  
60 Orchard Road, Singapore 238889

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**Notes to editors**

- ACRES is a Singapore-based animal protection charity and Institution of Public Character aimed at fostering respect and compassion for all animals. It currently has more than 20,000 individuals on its supporter database.
- The BUAV is widely respected as an authority on animal testing issues and is frequently called upon by governments, media, corporations and official bodies for its advice or expert opinion. BUAV’s dedicated London-based team coordinates an international



network of scientists, lawyers, campaigners,  
investigators, researchers and supporters.

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