

**PRESS RELEASE
3 October 2008**

ACRES CELEBRATES WORLD ANIMAL DAY - SMALL CHANGES, BIG DIFFERENCES

SINGAPORE, 3 October 2008- The Animal Concerns Research and Education Society (ACRES) is delighted to celebrate World Animal Day (WAD) this weekend (4th – 5th October) outside The Cathay (2 Handy Road). Themed "Small Changes, Big Differences", ACRES will be staging a carnival right in the heart of town to encourage Singaporeans to lead a more compassionate lifestyle.

WAD is a global event, held each year to celebrate the animals with whom we share the world and to reflect on the ways that we can make our world a better place for animals.

The ACRES carnival will feature educational exhibits, including a nature trail, creating awareness on simple ways by which we can lead a compassionate, animal-friendly lifestyle and encouraging people to commit to these small changes.

"I believe in compassion and feel we should spread more of it around. I'm just one more person out there who wants to add to the awareness" said Utt, MTV VJ and Mediacorp Artiste, who will be joining the celebrations.

Local bands will perform throughout the carnival, most notably EIC who will rock the stage, performing songs from their newly released album. 50 per cent of the proceeds from their album sales during this event will be donated to ACRES Wildlife Protection Programmes.

"We feel that ACRES has not had the smoothest of rides thus far, in their objective to rescue and protect animals. Plus their staff work out of passion more than anything, which is something us musicians can relate to, and have common ground in that sense. Simply put, we just want to do our part as well in contributing to the recognition that animals matter!" said Rai of EIC.

In line with the event's theme, ACRES will be encouraging everyone to fill up our metre tall "Column of Hope" with any loose change that they have.

"We are confident that Singapore is evolving into a more animal friendly city and Singaporeans are not only becoming more aware of these issues but are taking action to make a difference. We invite everyone to join us in our celebrations and hope that this event will move us one step closer toward ending the cruelty to all animals" said Ms Leanora Gaffar, ACRES Director of Communications.

The event is sponsored by Accenture, Mcube Events Communication and NParks and is supported by The Body Shop, National Photo Engravers and Pioneer Landscape.

"" said Ms. Sharon Chan, Assistant Director, NParks.

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Notes to editors

- For more details, log on to: <http://www.acres.org.sg/worldanimalday/>
- WAD was started in 1931 at a convention of ecologists in Florence as a way of highlighting the plight of endangered species. Since then it has grown to encompass all kinds of animal life and is widely celebrated in countries throughout the world. 4th October was chosen as World Animal Day as it is the Feast Day of St Francis of Assisi, the patron saint of animals.
- **ACRES**
ACRES is a local charity aimed at fostering respect and compassion for all animals. ACRES has been tackling the illegal wildlife trade since 2001 and its work has led to the rescue of more than 200 wild animals. ACRES has conducted more than 280 roadshows and/or talks to raise awareness on animal welfare issues in Singapore and to create a more socially responsible community. It currently has more than 15,000 individuals on its supporter database.