

For immediate release

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**PRESS RELEASE
8 April 2009**

**FIRST EVER GATHERING OF ANIMAL LOVERS AT SPEAKERS' CORNER
- 'When sharks die, the oceans die'**

SINGAPORE, 8 April 2009- 18 April will see the first ever gathering of animal lovers at the Speakers' Corner to voice our concerns with regard to the plight of sharks. Organised by ACRES (Animal Concerns Research and Education Society), the event offers a unique opportunity for animal lovers to show their support for the millions of creatures threatened by the trade in sharks fin.

"Over one million sharks were killed last year alone for the sake of sharks fin soup. It is time for Singaporeans to actively voice their concerns and speak up. What better place for this, than the Speakers' Corner. We are confident that this event will be a milestone in the animal welfare movement in Singapore" said Louis Ng, Founder and Executive Director, ACRES.

When sharks are removed from the ecosystem, the entire marine food chain starts to collapse, and takes with it the food resources on which large populations of humans depend. It all happens under the surface and out of sight, so we never get to see it. But now we can.

Join ACRES for a revealing display of the devastating domino effect caused by the disappearance of sharks. This event, conceptualised by BBDO Singapore, launches ACRES' campaign against sharks fin soup.

"It is a great cause and we are very proud to be able to use our expertise to raise awareness on this important issue." said Juggi Ramakrishnan, Executive Creative Director, BBDO Singapore.

As a pre-launch to the campaign, a wedding cake, made up of finless shark models, is currently on display at "iwannagohome!", Great World City.

ACRES is urging members of the public to join us at the event. If you have ever eaten sharks fin, please come and discover why the practice is so destructive.

If you love nature and the earth, please come learn about this catastrophe under the sea.

Even if you couldn't care less about sharks or nature, please come find out how this will change your life. Because like it or not, all of us are eventually going to pay the price for Asia's ravenous indulgence in this soup.

Contact:

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Notes to editors

- ACRES is a local charity and Institution of Public Character with a main aim of fostering respect and compassion for all animals. It currently has more than 17,000 individuals on its supporter database.
- Photographs of animals are available on request.

PRESS INVITE

ACRES would like to invite the media to attend the event.

Arrangement details:

Date : 18 April 2009 (Saturday)

Time : 2pm – 4pm

**Venue : Speakers' Corner,
Hong Lim Park**

Please confirm your interest by 16 April 2009. For more information, the media contact details can be found below.

ACRES
Animal Concerns Research and Education Society