

# Fun day out for furry ones

## Students take on cause to raise awareness on pet care



Latest fashion: Rina Lau checking out new clothes for her poodle.

**By YIP YOKE TENG**  
yeng@thestar.com.my  
**Photos by SAMUEL ONG**

**H**AVING read about cases of animal cruelty in newspapers and social media, a group of IACT College students in Petaling Jaya felt compelled to do their bit to address the issue.

The final-year students of Diploma in Advertising and Marketing Communications took it up as a cause for their class project, which was also meant to be the college's corporate social responsibility project.

The day-long 'Pet Carnaval', held at Jaya One recently, was the students' way



of sending the message loud and clear. Their initiative took two months to prepare and prompted several vendors and non-profit organisations to participate or give financial support.

The vendors brought in a variety of products for pets. Some of the vendors also donated their proceeds to the cause.

A string of activities attracted hordes



of animal lovers who brought along their furry friends for a fun day out.

It proved to be an interesting experience as some of the stores at the commercial centre were pet-friendly.

"We feel the need to raise awareness on responsible pet ownership and to spread the love for animals in view of the many cases of animal cruelty we have read about," said project manager Eunice Lee, 20.

colouring contest. Shutterbugs were snapping away, oblivious to the warm weather, and exchanging ideas in the pet photography talk.

The students shared that it was a meaningful project, not only did they get a chance to do something good for the community, they learnt a lot and had fun in the process.

"The experience really opened my eyes. I did not know that so much attention and details had to be put into organising an event."

"The best part of it is the group's success, which feels better than individual success," said Etain Chow, 21.

Lee said it was challenging to raise funds for the project.

"We had a food sale in the college to raise funds for the project but it was not enough.

"We approached sponsors and our parents for money. Each of us also contributed RM30 for the cause. We are really grateful that everyone was very supportive," she said.

She added that it was also not easy for her classmates to juggle between studies and organising the event.

"Time management was important, but I think what made it work in the end was that we were really passionate about this.

"We came at 2am to set up the venue and everything was done in 30 minutes as we were so excited about it!" she added.



Fun in the sun: Dogs and their masters having a fun day out at the Pet Carnaval.



Tender loving care: A variety of products for pets up for sale.



Waiting for a new home: Michelle Soo, 18, playing with a puppy that was up for adoption. The pet shop she works at rescued several puppies from the streets.

of twenty-one children from Rumah Sayang in Petaling Jaya were invited to join the fun and attend a pet-handling workshop conducted by Society for the Prevention of Cruelty to Animals (SPCA).

Gingerly but enthusiastically, they learned the right way to carry a puppy and how to care for them.

Dogs had a great time mingling with their new friends in a playpen, while many kittens and puppies - saved from the streets by SPCA and kind-hearted individuals - found new homes during the adoption drive.

Visitors learned new tips at the puppy training and obedience demonstration while children were kept busy with a

The right way: Children from Rumah Sayang learning the right way to care for a puppy.



Furry ones: A golden retriever and a shih tzu (bottom) are spoiled at the event.

For a good cause:  
Students contribute their week-ly...

...of the  
proceeds from our  
sale of t-shirts. 100  
of the PET CARNAVAL  
will be donated to  
to...