# Top award for animal adoption site

## Pet portal grabs best category among 14 winners

**P**etfinder.my, Malaysia's leading pet portal was chosen as the best among the 14 category winners of the DiGi WWWoW Internet For All Awards 2012.

The awards ceremony to celebrate Malaysia's most beloved and inspiring Internet innovators and content creators was held at DiGi's headquarters, Shah Alam on June 9. The event united some of the biggest names in the Malaysian Internet landscape.

Petfinder is a registered non-government organisation that advocates responsible pet ownership while upholding animal-welfare.

It emerged as the judges' favourite amongst the 14 winners of the categories open for public nomination and voting.

Petfinder's mission is to generate a vibrant non-profit community within their website, providing assistance to the public and educating people on how to manage pets responsibly.

The website also serves as a forum for the public to expose irresponsible owners that ill-treat their pets.

Besides this, by having a system with properly profiled pets, rescuers and adopters, a lot of back-and-forth communication can be eliminated, resulting in much more effective rescue efforts, location of temporary foster homes, and pairing of the dogs and adopters.

Founded by technopreneurs Ezer Ratchanga and Andy Koh four years ago, Petfinder is rapidly emerging as Malaysia's most complete and largest pet adoption portal.

Within a year, Petfinder has found loving homes for over 1,200 animals.

The portal also works closely with other non-profit organisations such as SPCA and PAWS, as well as independent animal rescuers in Malaysia.

Since the submission of entries opened on March 24, there were 1,705 unique entries submitted in 30 days.

The public voting period from May 14 to May 27 recorded a total of 170,629 votes cast in the 14-day period in 14 categories that were opened to voting.

This year, viral interest was stronger than ever, with over 2,000 tweets carrying the



**All smiles:** Sulin presenting the award to Petfinder with Astro Branded Content Media sales head Haris Ismail (centre).

#DiGiWWWOW, creating more than three million impressions.

Meanwhile, the WWWOW.my microsite registered 1.4 million page views from 335,000 unique visitors from March 24 to May 16.

"For the DiGi WWWOW Internet for All Awards 2012, we wanted to find special people who were using the power of the Internet to do special things, and from what we have seen, we are more convinced than ever how talented Malaysians are.

"With the expanded range of categories this year, we are also fortunate to see the breadth of Malaysian life, covering everything from fashion to food, comedy to culture, and commerce to social causes," said DiGi marketing service head Sulin Lau.

*In addition to public voting, entries with the* most votes in each category were evaluated by the judges, based on originality, relevance, execution and impact they have made on others.

From the scores, five finalists from each of the 16 categories were invited to attend the awards ceremony.

The DiGi WWWOW People's Choice of The Year Award 2012 went to the nominee with the highest number of popular votes while the award was presented to the most inspirational entry of all amongst the winners of the 14 categories, based on the judges' decision.