

PRETTY FOR A GOOD CAUSE

The inaugural edition of #Fur4Hope at PetExpo 2019 saw pooches being pampered to raise funds for dog shelters.

TEXT AND PHOTOGRAPHY: DENISE OH

For 34-year-old Mr Gerald Chu, knowing that his money goes towards a good cause is important. That's why the lawyer jumped at the chance to have the nails of his seven-month-old shiba inu trimmed at the #Fur4Hope booth at PetExpo 2019. "My dog gets the service he needs, and I get a goodie bag as well as the satisfaction of knowing that I have supported a good cause," he told PETS, as he watched his pooch have his nails trimmed and filed.

Mr Chu was among the many dog owners who swung by the #Fur4Hope over PetExpo 2019's three-day run at the Singapore Expo. Jointly organised by Animal Arts Academy and Pet Lovers Centre, #Fur4Hope is the first charity dog grooming event-of-its-kind in Singapore. Its aims are simple: to raise awareness and funds





for AVA-licensed dog shelters, explained Ms Karen Koh of Pet Lovers Centre. Hundred per cent of the event's proceeds went to the 9 shelters that participated in the initiative (see sidebar).

There was also the added bonus of seeing celebrities Andrea DeCruz and Jon Chua of Sam Willows together with his TV host wife Amanda Chaang lend their star power to the event.

Nail trimming and filing were just some of the grooming services available. Fur kids could also look forward to a 20-minute express haircut or an ear cleaning session. Those looking for more unique grooming services could also opt for pet-safe fur extensions to give their pet's coat a splash of colour.

To some, the effort demonstrated how committed Singapore's pet owners were to both their own fur kids as well as the general



welfare of animals here. "I didn't actually need this fellow's hair cut, but the fact that the organisers thought of that and offered other services like ear cleaning and nail cutting says something, doesn't it," quipped Ms Annabelle Fernandez, gesturing to her six-year-old Jack Russell Terrier. In fact, 25-year-old Ms Fernandez wasn't planning to get her terrier groomed at all. "But hearing how the money would be used changed my mind immediately," she said, adding that she hoped more of such initiatives would pop up around the island. Judging by the popularity of this inaugural event, her wish might just come true in the near future!

ALL THINGS PETS

PetExpo is Singapore's largest annual pet fair. It returned for its sixth edition this year and ran from 12 to 14 April.

HELPING PAWS:

#Fur4Hope benefited the following shelters:

- Action for Singapore Dogs
- Animal Lovers League
- Causes for Animals Singapore
- Exclusively Mongrels
- Noah's Ark CARES
- Oasis Second Chance Animal Shelter (OSCAS)
- Save Our Street Dogs
- Society for the Prevention of Cruelty to Animals
- Voices for Animals

