



## **NEWS FROM SPCA SELANGOR**

Month date year

# **THROUGH A PET'S EYES – NEW WEBSITE LAUNCH FOR SPCA SELANGOR**

A new easy-to-navigate website packed with information for animal lovers has been launched by SPCA Selangor.

The NGO has updated the former two-year-old website to include a 'press room' for journalists. Old favourites such as success stories about animals enjoying life in new loving homes, the gift shop, members' forum and information for prospective adopters remains, but in a new clearer format.

The new website features the striking theme of animals' eyes in closeup which runs throughout each page.

The site currently receives a massive 10,000 hits a day on average which can rise to 90,000 during holidays.

SPCA Selangor Chairman Christine Chin said: "The new website is an excellent showcase for all we do and a must-have 'favourite' for any animal lover. We would like to offer our thanks to Catz Media for their voluntary effort in creating this wonderful new site."

The new website can be found at [www.spca.org.my](http://www.spca.org.my)

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### **Notes to Editors:**

**\* For more information please contact Sabrina Yeap at the SPCA Selangor office on 03 4256 5312 or 03 4253 5179.**

- The Society for the Prevention of Cruelty to Animals (SPCA) Selangor is an NGO which serves Selangor and the Federal Territory.
- SPCA Selangor was established in 1958 with the aim of protecting animals and birds and alleviating suffering.
- The SPCA is an NGO and therefore receives no government funding, relying entirely on donations from the public and local businesses to pay for its work.
- The SPCA's Animal Home at Ampang Jaya rehomes unwanted animals and has kennel space for 200 dogs and 150 cats. Animals are brought to the home by their owners who

**SPCA Selangor, Jalan Kerja Ayer Lama, Ampang Jaya, 68000 Ampang, Selangor.  
Tel: 03 4256 5312 or 03 4253 5179**

no longer want them, by our inspector rescuing animals from cruelty, or by concerned members of the public who rescue animals from their community.

- The SPCA would like to work in partnership with the people of Malaysia to ensure that they take responsibility to neuter their pets, give them adequate food, space, exercise, care and medical attention, and to be considerate neighbours.
- Further information for journalists can be found at [www.sPCA.org.my](http://www.sPCA.org.my)