

The Pet Project Malaysia 2012



**Presented by Sabrina Saw in Association with
The British International School of Kuala Lumpur**
*Supported by Department of Veterinary Services
(Ministry of Agriculture & Agro-Based Industry Malaysia)*



Getting Active to Help Save Animals

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If you would like more information about The Pet Project Malaysia, or to schedule an interview, please contact Sabrina Saw at +6012-937 6218 or email sabrina@sabrinasaw.com. Please also visit our website at www.thepetprojectmalaysia.org for more information, thank you.

Five Freedoms

- 1. Freedom from Hunger and Thirst** - by ready access to fresh water and a diet to maintain full health and vigor.
- 2. Freedom from Discomfort** - by providing an appropriate environment including shelter and a comfortable resting area.
- 3. Freedom from Pain, Injury or Disease** - by prevention or rapid diagnosis and treatment.
- 4. Freedom to Express Normal Behavior** - by providing sufficient space, proper facilities and company of the animal's own kind.
- 5. Freedom from Fear and Distress** - by ensuring conditions and treatment which avoid mental suffering.

The Five Freedoms are accepted and followed internationally in regards to animal welfare. The above details have been provided by the following associations: <http://www.fawc.org.uk/freedoms.htm>, <http://www.rspca.org.uk>, <http://www.uskvets.co.uk>.)

The Concept

The Pet Project Malaysia, presented by Sabrina Saw in association with The British International School of Kuala Lumpur, is a huge charity event to take place on 7th January, 2012 to raise awareness and funds for animal welfare in Malaysia. This event is fully supported by The Department of Veterinary Services, Ministry of Agriculture & Agro-based Industries and the beneficiaries of the event include the following NGO's: PAWS, SPCA Selangor, Malaysian Dogs Deserve Better, Kucing Terbiar & Anjing Jalanan, AnimalCare, Paws Mission, H.O.P.E., Save a Stray, Independent Pet Rescuers and Zoo Negara. This is a non-profit event. All proceeds will be collected and shared between the NGO's in an agreed tier-system (with the exception of Zoo Negara's own donations collected).

In hopes of bringing awareness to the cause of animal welfare, we have organized a 12-hour "Get Active" marathon of dance, fitness and sports-based master classes to go from 11am to 11pm on the day of the event, at The British International School of Kuala Lumpur. These master classes will feature the industries' best global presenters from Hong Kong, Australia, The United States of America, United Kingdom, South Africa, Singapore and Malaysia. By getting active, we aim to utilize the power of positivity, and raise awareness for the cause in a healthy and exciting way. The master classes are open to all levels and ages and will consist of an assortment of preferences including: Tottenham Hotspur Football Clinic, Yoga & Core Strength for Golfers, Les Mills Programs and Freestyle Dance and Fitness Programs such as Cardio Dance, djRAW, Video Dance, Hip Hop, Salsa, Jazz, Tribal, Hi-Lo, etc. More details on the classes and presenters are available at www.thepetprojectmalaysia.org.

We will also be featuring many of Malaysia's rising young stars in our highly anticipated performances between our master classes. How does dance/fitness/sports relate to animal welfare, you may ask? You will have to come to find out☺.

The Pet Project Malaysia's main event will run alongside with many other activities for all ages – this event has something for everyone.

For our younger crowd, a sports inflatables carnival will take place on the top floor of the school (Futsal and Playground floor) where face painters, ball jugglers and clowns will be. Our NGO booths will also be set up on this floor so that our guests get the opportunity to meet these organizations to learn more about them [and also meet their animals]!

Football fans will have the opportunity to participate in various Futsal games as well as contribute to Asia's Largest Football Card Montage to take place on the campus Tennis Courts. During the day, Tottenham Hotspur football talks will also be held for enthusiasts to learn more about the game and the club's holistic approach to football.

Those more adventure-inclined can literally "Climb for a Life" by rock climbing at RM1/ climb in support of animal welfare too.

There will be plenty of opportunities to purchase items from the event F&B booths, merchandise booths and the silent auction (with limited edition items donated by Taylor Made Adidas, authentic sports memorabilia by Football Focus, hotel packages from DoubleTree by Hilton, golf packages from Citygolf Malaysia and many, many more exciting items up for bids).

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Those who would like to challenge themselves in the name of animal welfare are also encouraged to become “Ambassadors” for the event. When you purchase your All Access Passes, you will also have the option of downloading an Ambassador Form. Help raise additional funds for the cause by getting your own sponsors to donate a certain amount of money per each class you choose to participate in. The more classes and individual sponsors you get, the more you are able to contribute to the donation pool.

Ticket sales to the event will commence in November (online and at selected outlets) where participants will be able to register for the master classes [of the main event] they wish to attend and/or the other activities during the day. Tickets will be sold either as 1) Spectator Passes or 2) All Access Passes.

Spectator passes include entrance to everything but the main event of master classes and performances, and will be sold for RM15 with the option of re-entry throughout the day. All Access Passes entitle participants to take part in the master classes on top all other activities. Price details are as follows:

		Single	Double	Triple	Unlimited
Spectator Pass	RM15				
All Access Pass		RM25	RM35	RM45	RM55

All this would not have been possible to organize without the full support of our trusted partners and sponsors listed here: The British International School of Kuala Lumpur, Football Focus Asia, Citygolf Malaysia, Les Mills Asia-Pacific, Hurtwood House College (United Kingdom), Petfinder.my, Asian Tigers, Newborn Pix, Mark’s Place and Rhythm Identity Dance Academy. We are delighted to also announce our media partners, Mongoose Publications, Petster Magazine and Nuffnang Sdn Bhd. Last but not least, we would like to take this opportunity to give thanks to the many volunteers who will be assisting us in running a smooth-flowing event. With everyone’s support and the support of The Department of Veterinary Services, Ministry of Agriculture & Agro-based Industries Malaysia, we aim to make this a long-term event and truly make a difference to animal welfare in Malaysia by being proactive and positive.

We look forward “Getting Active to Help Save the Animals” and seeing you all on 7th January, 2012 from 11am to 11pm at The British International School of Kuala Lumpur for The Pet Project Malaysia 2012.

See you on the dance floor.

The Pet Project is a non-profit event.

The Event Details

Using the explosion of the urban dance and fitness scene we feel now is the right time to bring it all together to raise awareness for animal welfare, both domestic and wild. 'The Pet Project Malaysia will bring dance and fitness enthusiasts together in 45-minute classes (running from 11am all the way through to 11pm) incorporating various dance, yoga and aerobic exercises (please see draft of class timetable online). We will also be challenging the participants on their endurance to see how many of the classes they can complete in order to raise funding for the local and national NGO animal welfare groups (please see Ambassadors).

Performances by local talent (taken from school groups, athletic teams and some of Malaysia's most promising rising young stars) will be included between classes and both classes and performances will be themed towards animal welfare. Various other gambits will be running alongside the classes and performances to ensure more profits are raised for the cause. Participants and Spectators will be able to attend the event while also visiting the sponsored booths, F&B booths, merchandise & bake sale booths, NGO animal welfare booths, sports carnival, Asia's largest football card montage, rock-climbing/"Climb for a life" and silent auction, etc.

The Main Event

(Subject to change as more international talent confirm)

The "Talent" is comprised of both global presenters and performers. *Other Talent TBC Soon.*

Please go to <http://www.thepetprojectmalaysia.org/global-talent.php> for details on the global presenters and classes offered.

The Participants

Participants of any age are encouraged to take part in this event. We are not limited by age, gender, race or religion. Those with medical conditions are advised to consult with their doctor before attending the event but all classes will be multi-level and safe options are available for all capabilities. We want to reiterate that participants are very much encouraged to become Ambassadors.

The Cause:

Those who will benefit



What Your Donations Contribute To Food, Shelter, Medical Care, Vaccinations, Spaying/Neutering, Web Hosting for Animal Adoption. (Participants are encouraged to bring pet food and blankets to donate to the various NGOs. They are also able to adopt on the day as certain NGOs will bring their fostered animals.)

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Partners:

The British International School of Kuala Lumpur The British International School of Kuala Lumpur promises world-class education to its students. As the project's School Partner, the event will be held on the school's grounds and Zoo Negara's animal welfare education programs will be introduced into the school curriculum. As a valuable school of the community in Malaysia to both expatriate and local children and staff, The British School of Kuala Lumpur is renowned for its high levels of excellence. Their involvement with this project is an honor to the organizers. As the project's main partner and venue sponsor, this event's elaborate marketing plan will operate with the help of the school's EFC organization and admissions/teaching staff.

Petfinder.my Petfinder serves as the event's NGO coordinator, logistics advisory & online ticketing platform provider Andy Koh is a crucial part of the team as Petfinder will be coordinating the animal welfare NGOs, plays an advisory role in event logistics, provides the exclusive online ticketing platform and is also a trusted marketing partner to promote the event. Petfinder.my has been responsible for the safe re-homing of over seven thousand animals in Malaysia since its inception in 2008 and is a register NGO.

Highlighted NGO

Zoo Negara As one of the large NGOs participating in the event, Zoo Negara plays an integral role as after 48 years of being one of the world's leading zoos, they are a trusted NGO animal welfare society and inhabiting their premises are over 500 different species of fauna. Partnering with Sabrina & Team, Zoo Negara shares the love of animals and hopes of spreading the knowledge of how to care for all animals. Their adopt-an-animal program will be implemented into the event and donors can donate directly to their tax-deductable charity. Zoo Negara's education and conservation programs will also be emphasized at the event and all marketing campaigns. Our main school partner will also develop a long-term relationship with Zoo Negara and implement their conservation and education programs into their curriculum. Participants of the event are encouraged to tour the zoo during their visit and learn about the zoo's various channels of animal welfare.

Sponsors & Media Partners

Sponsors and Media Partners will be mentioned in all marketing campaigns.



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How It All Works

Registration & Passes

Tickets to the event will be available online from 1.5 months to the event via Petfinder.my. Class registration/pass purchase will be available online as well as at the door on the day of the event. Ticket pricing listed below. Class registrations will be available online when our ticket sales launch so you can register for your classes ahead of time. However, please be reminded that we cannot guarantee you a place in the class if you show up late... please do come early to ensure yourself a good spot 😊.

Ticket Prices

Spectator Pass : RM15/day

- Able to enjoy the day with the exception of participating in the classes.

Participant Pass : RM25/1 class, RM35/2 classes, RM45/3 classes, RM55/All-day Pass.

- Participants are able to attend classes as well as enjoy the day's other activities.

We highly recommend for all to buy an All-day Pass as this allows you to access all areas 😊.

Passes & Traffic Flow

Upon registration at the ticketing counter (desk at main entrance), spectators & participants will be given lanyards with their respective tags. Spectators will be guided to all the various activities available but will not be allowed into the main event of the global master classes and performances.

Participants will be given their lanyards with a class grid on the back of their pass. Upon registration at the ticketing counter, they will either bring their printed copy of their online ticket (to be collected and traded for lanyard) or register and pay at the counter. Class option(s) will be stamped off in the respective box(es) and checked upon entry to the participants area by volunteers. (Please see example below).

Participants will be asked to re-enter after each class. This is to ensure that all participants get a fair chance to stand where they want during class as well as effectively ensure participants have paid for the classes they wish to attend. Volunteers will need to be situated at the entrance to the indoor hall to check the passes accordingly. Ushers will also need to be situated inside the hall to help guide participants out to the booths & F&B area after each class. Instructors on stage will also remind participants to ensure a smooth-flow of traffic. Classes will be available on a first-come-first-serve basis.

(Mock up of ticket/passes for Spectators and Participants)



What Else Is Happening During the Day

Ambassadors

Participants who would like to be Ambassadors may download the following forms from various websites and The Pet Project official website (including schools, Petfinder.my, etc). This is how YOU can really help make a difference! Get your own sponsors to support you by donating a certain amount of money per class/performance you are involved with (example: you attend 5 classes and you have a friend who will support you with RM20/class. BOOM! That's already RM100 you've earned for the cause!). Forms will be collected at the end of the event day along with your cash to be pooled with the rest of our funds [to then be split to the NGO's].

Animal Welfare Talks

To take place on the third floor, here's where you can learn from the professionals of animal care about the do's and don'ts of the wellbeing of your pet.

Asia's Largest Football Card Montage To be held on the campus tennis court – attendees can buy pack of football cards (funds donated to cause) and contribute to Asia's LARGEST football card montage EVER! Cards will be sold at the Football Focus Asia sponsor's booth☺.

Carnival Sports inflatables, face painters, clowns, ball jugglers, mascots, balloon twisters and radio DJs will be situated in the carnival. This is ideal for our much younger kids. To be held on the campus Futsal court where children can also enjoy the school's playground and visit various NGO booths.

Donations

We can't thank you enough for all of your generous donations. Every little bit helps... your donations will be pooled together to then be split amongst the NGO's in a mutually agreed tier-system, with the exception of any donations you would like to Zoo Negara. If you would like to contribute pre-event, please do contact us directly at sabrina@sabrinasaw.com, thank you.

Food & Beverage

All food and beverage sold at the event will be halal and there will be ample vegetarian options. We encourage you to stay hydrated during the event and keep your energy levels up – proceeds from the F&B sold will also contribute to our donation pool.

First Aid First Aid/Medical Teams to be present – sponsored by Tropicana Medical Center (please note: in case of serious injury, TPPM2012 organizers and partners are not liable).

In Case of Emergency The British International School of Kuala Lumpur's Staff/Volunteers/Teachers will be briefed prior to the event to assist participants into the proper drills should any emergency situations occur.

Merchandise/Bake Sale Event memorabilia such as T-shirts and professional photographs will be sold at the event. Cost of printing and production of these items will be included in the sponsorship

costs. All profits will go to the donation pool collected by Charity Malaysia. Bake sale items will be brought in by volunteers and all items MUST be Halal and vegetarian.

NGO Booths NGOs are encouraged to set up booths on the school campus futsal court/ playground and of course bring their animals so participants can adopt them. All are encouraged to bring pet food and/or blankets, etc to donate to the NGOs as well. NGOs are also encouraged to sell their own merchandise to generate more donations specifically for their organization. NGO booths kept away from the gymnasium to avoid distress of animals (loud music/crowds).

Resting Areas

We will be utilizing the whole school for the event. Should you need to take a short break and rest, you may refresh yourselves with some F&B at the cafeteria area and/or relax around the campus.

Rhythm Tap with Jojo Struys

This is a two-hour first come first serve basis rhythm tap class by celebrity Jojo Struys! Great opportunity to learn how to use your body as percussion! You don't want to miss this!

Rock-climbing Wall

Climb for a life! RM1 per climb with The British International School of Kuala Lumpur's dedicated staff to add to the donation pool!

Rugby

Practice your rugby skills by getting your game face on with some of our country's best rugby players on the top floor!

Security

Please note the entire campus will be protected by security and bodyguards (CPP Sdn Bhd) to ensure your safety and the safety of your valuables.

Secured Check-In Room As participants will be occupied with classes, it is important for their belongings to be kept in a safe place. They are not recommended to keep too many valuables with them but ARE encouraged to bring with them their cash/cheque books/credit cards so they may bid on the Silent Auction items as well as spend at the various booths. This room will be safely guarded by security as well as trusted volunteers from the partners and organizers involved. A ticketing system will be implemented to ensure an orderly flow of baggage storage.

Self Defense Classes

Learn how to evade dangerous situations whether you're a man or a woman! Some essential need-to-knows to protect yourself in any situation. Workshops to take place on the third floor on a first come first serve basis.

Silent Auction Valuable items such as authentic sports memorabilia (example: Liverpool FC Signed & Genuine Football Jersey), hotel experiences by DoubleTree, genuine limited edition items by Taylor Made Adidas, gadgets, travel packages, private and personalized sports coaching sessions, etc will be

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featured in a booth outside. All are welcome to bid for their item(s) of choice. The highest bidder will be announced before the last class of the event and payment can be made via cash, cheque or credit card.

Souvenir Programme Participants of the event will be able to purchase a souvenir programme (with complete bios of their favorite presenters and performers as well as more information about animal welfare in case they forget – they can use this as a “go to” manual ☺). This also gives our corporate sponsors and donors another return. Attendees may have their programmes signed by our international and local talent as well.

Football Focus Asia Football & Nutrition Talks Supporting a holistic approach to sports development Football Focus Asia will hold sports nutrition classes, giving kids the best foundation for growth of a healthy lifestyle

Volunteers

There will be over 200 volunteers on the day to help ensure a smooth running of the event. If you would like to get involved with this side of the event, please submit your inquiries on the project website listed below.

THANK YOU AND SEE YOU AT THE PET PROJECT MALAYSIA 2012!