

CAMPAIGN “ POTENTIAL FUTURE PET OWNER”

On 13 December 2011, BG32103 Public Relations students' has been organized a campaign, namely “Potential Future Pet Owner?”, in collaboration with Society for the Prevention of Cruelty to Animals (SPCA) Kota Kinabalu, Sabah. Five of the students, Chua Wai Joe, Lee Hooi Peng, Lim Ming Fook, Ng Mei Yee and Wong Kung Jing planned the campaign since early the semester in order to

increase the awareness of students and SPE staff in term of adoption of pets and how to become a potential pet owner. The campaign also had donation session, fund raising by selling 2012 diary and recruiting volunteers and members. This campaign was also attended by Public Relations' lecturer, Miss Bamini, representative from SPCA KK, Miss Yap (speaker), Miss Jenny, Miss Rossie and Miss Shandy (Volunteers).

