KUCHING: UCSI University Sarawak Campus recently organised a charity event in aid of the Sarawak Society for the Prevention of Cruelty to Animals (SSPCA).

The UCSI Charity Mini Food and Fun Fair 2014 at the campus grounds, was spearheaded by students from the university’s Events Management, Tourism Management and Hospitality Management degree programmes.

“Notably, it aimed at not only promoting greater awareness of animal cruelty among the participants, but also providing a platform for members of the public to take part in recreational activities.

“The event was also part of the students’ Events Project Management and Event Operations Management courses, which was to provide them with opportunities to apply theoretical knowledge to a real-life event,” a statement from UCSI said yesterday.

As a non-governmental organisation (NGO), it is SSPCA’s mission to act on behalf of animals and as an enforcer of their rights, which include ensuring the well-being of animals that have been abandoned, injured or subjected to any form of unfair or cruel treatment in Sarawak.

“We fully support and thank the NGO for its strong commitment to their cause. We also hope that the proceeds from the event would help SSPCA go further.”

Among the many supporters of the fair were Hino Motors, UComms, Golden Screen Cinema, Star Cineplex, Kuching Park Hotel, Merdeka Palace Hotel and Suites, Borneo Lodge, Riverside Majestic Hotel, Hilton Hotel, Grand Magherita Hotel, WuCha, U-Cha, Honey Fresh Fruits, Maxis Bhd and Gim Burger.

Meanwhile the enrolment for UCSI’s May and September intakes is now in progress. For more information on programmes offered by the Sarawak campus, call 082-455 255 or visit www.ucsiuniversity.edu.my.