

Embark Celebrates Five Years Of Care For Street Pooches In 2012

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Adopted puppies with their new owners



Embark, the community animal welfare initiative supported by the fashion label of the same name, completed five years of promoting care, humane reduction of population and rehoming of street dogs.

The programme launched by Otara Gunewardene has been responsible for nearly 20,000 interventions on behalf of homeless dogs and was instrumental in creating awareness in the community about their needs.

One of the principal sources of funding is the allocation of part of the proceeds from the sale of Embark clothing. The brand focuses on making the street dog fashionable and calls its followers 'pashionable people' – fashionable people with passion for a good cause.

“As we celebrate five years of commitment to the cause of Embark, I would like to pay tribute to the passion of the team and the generosity of our loyal customers, who have adopted the brand and the cause with enthusiasm,” said Otara Gunewardene. “It is truly encouraging to see so many people who love animals making an effort to show they care.”

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