

Little Artists Join Odel To Do Their Part To Save Sri Lanka's Beaches



The spectre of coastal pollution caused by unchecked littering was colourfully and poignantly brought alive as 100 little artists joined Odel's campaign to save Sri Lanka's beaches through an inspired Eco Art festival to mark World Environment Day 2014.

Equipped with crayons, watercolours, pencils, paper and other media, they sketched and painted under the watchful eyes of a panel of judges, producing a kaleidoscope of visual interpretations of Odel's theme of 'Save our beaches; do your bit to combat pollution.'

"It is refreshing to see how passionate our younger generation is about saving the environment. They are even more diligent than adults about pollution and littering and it is truly encouraging to see that quality in them. They are our little environment ambassadors who will take the knowledge we shared today into the world," said Otara Gunewardene, Founder/CEO - Odel.

The competition for young artists aged ten to 12 years and 13 to 15 years in two groups of 50 at Odel's Alexandra Place store was one of the highlights of a weekend dedicated by the fashion retailer to raise awareness about the environment and our responsibility towards preserving it.