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During the painting competition for children at Odel's flagship store

The Sri Lankan elephant was the focal point of an awareness campaign conducted by Odel as part of the department store's commitment to World Animal Day.

Themed 'Nothing can replace the real thing,' Odel created an eye-catching limited edition collection of merchandise exclusively to support this initiative. Part of the proceeds from the sale of T shirts, caps, bags, mugs and key chains especially

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created for World Animal Day 2012 was donated to Ath Athuru Sevana, the elephant transit home in Uda Walawe.

Additionally, in an effort to engage children in the cause, a special painting competition was held at Odel's flagship store at Alexandra Place.

"Elephants are among the most loved wild animals among children and adults alike, but sadly the human-elephant conflict continues to take its toll on our country's pachyderm population" said Odel Founder and CEO and World Animal Day Ambassador Otara Gunewardene, "World Animal Day provides the perfect backdrop to interest young audiences in conservation."