Odel steps forward to save crocs

Posted on



World Animal Day 2013 collection of t-shirts

Odel has decided to weigh-in on their part by supporting the first ever crocodile census in the country.

Towards this end, Odel’s flagship store at Alexandra Place has set up a special display and product range to raise funds for the cause.

On sale is a special World Animal Day 2013 collection of t-shirts for men, ladies, children and even babies, as well as a range of mugs, caps and soft toys. The proceeds from the sale of these items will contribute towards the costs of the census conducted by the Crocodile Specialist Group of the International Union for Conservation of Nature (IUCN).

“As an organisation that is committed to conservation and preservation of the wildlife in Sri Lanka, Odel has decided to highlight the plight of crocodiles this World Animal Day. It is essential that we are aware of the grave danger our wildlife is facing and that we take steps to preserve a valuable part of Sri Lanka before it is too late,” said Otara Gunewardene, CEO – Odel.