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Otara appointed Sri Lanka's Ambassador for World Animal Day

Otara Gunewardene has been appointed as Sri Lanka's Ambassador for World Animal Day - an initiative uniting the animal welfare movement worldwide, in recognition of her numerous efforts to curb the country's stray dog population through her personal Corporate Social Responsibility (CSR) initiative – EMBARK.

This prestigious honour further cements Otara's reputation as one of Sri Lanka's most passionate advocates on the prevention of cruelty to animals.

World Animal Day (WAD) started in 1931 at a convention of ecologists in Florence as a way of highlighting the plight of endangered species, and has since grown to encompass all kinds of animal life and is widely celebrated in countries throughout

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the world. WAD is an initiative for uniting the animal welfare movements that aim to bring together people from around the world and encourage increased participation whether as a member of a large organization, small grass-roots group or as an individual. As an Ambassador towards this initiative, Otara will play a vital role of promoting this cause within the local community to ensure the speedy growth of the ideas behind World Animal Day. The website for the initiative claims that all its ambassadors are highly motivated individuals who are passionate about animals and their welfare, have proven their commitment to encouraging support for the World Animal Day initiative in their own country.

Speaking about this recognition, Otara said that it was vital for all animal welfare groups to work together to establish a united, common platform where animal lovers can come together with the goal of ensuring the eradication of cruelty to animals. "I am honored that Embark's commitment and progress has been recognized, and we wish to use the platform of World Animal Day to continue to raise awareness on the plight of the community dog and other animals which are not humanely treated." said.

EMBARK is the logical evolution of Ms. Gunewardene's ongoing commitment to worthy community programmes. One of Sri Lanka's most respected businesswomen and celebrities; Ms. Gunewardene has supported a number of causes to date, including helping in educating a young autistic student at the Chitra Lane Children's

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Resource Centre. Ms. Gunewardene has also been heavily involved in her company's work towards the clearing of invasive plant species at the Bundala National Park, sponsoring the planting of trees in Colombo, and funding the care of an elephant through the Wildlife Department's 'Adopt an Elephant' programme.

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