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Embark invites ‘Fashionable People’ to take a bow

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Launches novel communication campaign to stimulate passion for street dogs

Embark, the fashion brand dedicated to improve the welfare and reduce the population of community dogs, is to pay tribute to its followers and convince the as yet unconverted that helping a street dog is the fashionable thing to do, in an inventive new campaign now underway.

This campaign was launched at the Embark Walk on 10th October as part of Embark’s activity to mark World Animal Day 2010.

Celebrating the many successful street dog adoptions it has brought about over the past few years, Embark is inviting happy owners to participate in an owner-pooch photo competition by sending in photographs of themselves with their adopted doggy companions.

Photographs sent in as hard copies to Team Embark, 475/32, Kotte Road, Rajagiriya or via email to embark@eodel.com over two weeks commencing Monday, 11th October will be accepted for the competition. Senders of the nine best photographs will win items from a limited edition of Embark merchandise and will also be invited to a professional photo shoot with their pet pooches.

The special merchandise developed for the ‘Fashionable People’ campaign is now available for sale at all ODEL outlets. The range includes a limited collection of T shirts, caps, books and hand bags.

“The images from the studio shoot are to be used in future communications campaigns that carry the message that owning a street dog is fashionable,” Ishan Fernando, Assistant Manager Corporate Responsibility at ODEL said. “Over the past few years Embark has prompted many generous individuals to open their homes to street dogs. These are the “Fashionable People” that our campaign pays tribute to.”

He pointed out that while ODEL as a brand has made fashion its passion, Embark, a clothing and accessories line that supports and advocates care for community animals had turned passion into fashion with its multifaceted interactive community projects encompassing puppy re-homing, public awareness programmes and sterilization clinics.

The new communications campaign is intended to further stimulate interest in adopting street dogs as pets as a win-win proposition for dog lovers and the community in general, Mr Fernando said.

For further information about the “Fashionable people” campaign, log onto www.embark.lk or contact 0773 925 846. The closing date for entries is 23rd October 2010.

Launched in March 2007 to improve wellbeing of animals, Embark also undertakes caring for injured stray animals and educating the public about the importance of animal welfare. Since its inception, Embark has sterilized 4,286 strays, re-homed over 200 puppies and has treated many injured dogs.