



# Arm The Animals collaborates with Wildlife SOS to create 'Raju Freedom' collection

LOS ANGELES, CALIFORNIA, UNITED STATES, August 18, 2014 /EINPresswire.com/ -- Arm The Animals, the brand behind the killer graphic T-Shirts that make a statement, raise awareness and generate funds for small, struggling animal rescues, has collaborated with Wildlife SOS to create the 'Raju Freedom' collection.

Raju the elephant recently made headlines after being freed from 50 years of captivity. He had been chained, abused and resold from one cruel owner to another.

On July 2nd Raju was rescued by [www.wildlifesos.org](http://www.wildlifesos.org), and Indian animal rescue organization. They freed his legs from spiked shackles and the footage of Raju crying for joy went viral, making it onto [CNN](#) and the [Huffington Post](#). The rescue team, which comprised of 10 veterinarians and wildlife experts, together with policemen, managed to free Raju and take him to the Elephant Conservation and Care Centre at Mathura.

It is said that an estimated 3000 animals are being held in captivity in India — in almost all cases, they are held in chains. Rather than being an anomaly, the plight of Raju is the status quo.

"As soon as we learned of Raju's situation, there was no question about it - we wanted to get involved. We can't even begin to express how proud we are to be a part of this campaign and we hope to continue raising funds for Raju, to ensure he spends the rest of his life in comfort at the Wildlife SOS sanctuary" says Danian Rios, founder of Arm The Animals.

20% of all proceeds from shirt sales will go to Wildlife SOS to assist with feeding and maintaining Raju in his new found freedom.

View the full range of [T-shirts, Tanks and Hoodies here](#)

Stockist: [www.armtheanimals.com](http://www.armtheanimals.com)

RRP \$24 - \$42

## About Arm The Animals

Arm The Animals creates killer T-Shirts that make a statement, raise awareness and generate funds for small, struggling animal rescues. We know we can't save every "at-risk" animal, but we CAN save some! By creating funny, unique, witty graphic T-Shirts and accessories, we know we can raise awareness about animal welfare AND make a difference by donating to shelters! So, every month we donate a very generous portion of every sale we make to reputable shelters - no matter what! Since most of these shelters are smaller in size, this money really does make an impact for them and helps with food, vet bills, etc. and that's exactly what we wanted to do. If you look for their posts on our Facebook page and Twitter feed, you will see all of their positive feedback toward us. We have great relationships with them and as you can see online, they are very grateful for our help.

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