

## A roaring success for Blade & Rose and WWF UK



**British childrenswear brand Blade & Rose is proud to announce that it has raised £25,000 for WWF UK (a charity registered in England and Wales (1081247) since announcing its collaboration with the charity in 2018.**

Inspired by Blade & Rose's iconic knitted leggings, the WWF Collection consists of eight unique designs, featuring animals from across the globe which are at risk of extinction, including the tiger, rhino, panda, sea turtle and elephant.

Made from 100% organic cotton, the collection is designed to be fun, practical and super comfy for little ones, as well as being sustainable, soft and kind to children's skin.

Each pair of leggings costs £12, with 10% going to WWF UK, helping to make a difference to animals all over the world by improving animal populations and habitats.

Here are some examples of how the money raised by Blade & Rose for WWF UK could be used according to an approved WWF Shopping List:



To fit satellite collars to 44,000 African Elephants to monitor movements and help reduce human-wildlife conflict and protect against poaching.

For 1,100 community based anti-poaching patrol members to spend one day in the field protecting Panda habitats.



To pay for 11 sets of night vision equipment to help rangers on their anti-poaching patrols for African Rhinos.

To pay for approximately 3,500 community based anti-poaching patrols (of three people) in the field for one day protecting Tigers and Rhinos on the outskirts of Bardia National Park, Nepal.



To pay for flipper tags for 5,500 turtles so that they can be uniquely identified by the turtle conservation groups.

For more information about Blade & Rose visit [www.bladeandrose.co.uk](http://www.bladeandrose.co.uk)



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