



Press release

WORLD VEGAN DAY

Every year on Nov 1, MARIA NILA starts THE FRIENDLY YEAR. This calendar year consists of a larger charity campaign during vegan day and throughout the year, a new edition of THE FRIENDLY READER, and a final donation to a specific cause. For 2021, our friendly year aims to support the BELUGA WHALES.

Today over 3,000 whales and dolphins are currently housed in traditional captive facilities or performing in shows around the world. Whales that have been born in captivity, have a small chance of returning to their natural habitat in the ocean. If they do get the chance, they must get help to survive in these new environments. This is why sanctuaries are so critical to help rehabilitate and acclimatize captive whales into natural environments and give them a life in a safe and more natural home.

BELUGA WHALES, orcas, and bottlenose dolphins all have higher death rates in captivity than in the wild. Free-ranging BELUGA WHALES can live for up to 60 years, while captive belugas have a shorter average lifetime. MARIA NILA does not believe animals should be part of human vanity, which is why our haircare products are 100% vegan and cruelty-free. However, our cause doesn't stop at our products. It is also important for us to contribute in other ways for a friendlier world.

To contribute to the protection of endangered BELUGA WHALES, MARIA NILA launches an initiative on NOVEMBER 1ST for WORLD VEGAN DAY together with THE PERFECT WORLD FOUNDATION and SEA LIFE TRUST'S BELUGA WHALE SANCTUARY.

WORLD VEGAN DAY is a global movement where the benefits of veganism for humans, animals and the environment are celebrated. This year, MARIA NILA has decided to put the beluga whales in the spotlight. Together with our longtime partner, the trusted wildlife charity organization THE PERFECT WORLD FOUNDATION, we will contribute to SEA LIFE TRUST'S BELUGA WHALE SANCTUARY whose mission is to provide formerly captive beluga whales with a safe and natural home. Today, the sanctuary houses its first two residents, two female beluga whales, LITTLE GREY and LITTLE WHITE.

The sanctuary is located at Klettsvik Bay on Heimaey, which provides the necessary natural conditions for these whales. This is the first sanctuary of its kind that has been created to rehabilitate captive cetaceans. The bay delivers significant space for the belugas to swim, explore and deep dive. It consists of a natural sea inlet and includes a land side care facility which enables SEA LIFE TRUST'S team to monitor and assess the whales on a regular basis.

Starting on WORLD VEGAN DAY, NOVEMBER 1ST until November 10th, MARIA NILA will be donating proceeds from the web shop at MARIANILA.COM to the sanctuary. For each WORLD VEGAN DAY BOX sold, MARIA NILA will donate the profit to support the sanctuary.

Together, we can make a difference!

Read more about the project here:
www.theperfectworld.com/en/what-we-do/save-the-beluga



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