

# FOR IMMEDIATE RELEASE



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## **Saving Dogs From Accidents With Reflective Collars**

Voiceless India, a non-profit animal rights organisation, has launched its annual Reflective Collar Drive, with sponsorship from Heads Up For Tails Foundation. Voiceless India aims to advocate for animal rights through four pillars- direct-impact projects, educational initiatives, public policy and awareness campaigns.

Reflective collars are regular dog collars with a reflective tape on them that reflects the light of a vehicle during nighttime and makes the driver aware of the presence of a street dog ahead.

Having collared over thousands street dogs in the previous reflective collar drives, Voiceless India has set an ambitious target of 2000 dogs for RCD (Reflective Collar Drive) 2022 across 6 major cities including Delhi NCR, Bengaluru, Mumbai, Pune, Kolkata and Chennai and a number of smaller towns across the country with over 100 volunteers on board.

The drive aims to provide an additional layer of safety to street dogs from accidents but also considerably reduces the instances of illegal relocation, prevalent in several cities, since the collar indicates the presence of a human guardian.

To participate or contribute towards the drive, individuals can log on to [www.voicelessindia.org](http://www.voicelessindia.org).

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