



THE ELEPHANT PARADE

May 31, 2010



I happened to be in the heart of London, on Oxford Street, the other day when I came across some wonderful painted elephants at Selfridges. As I continued my stroll through town I saw more and more ... on Bond Street, in Green Park - what were they all about?

London has become home to **The Elephant Parade**. During May and June, 250 colourfully painted elephants will be dotted around the capital to shine a spotlight on the plight of the endangered Asian elephant. The campaign is from the charity **Elephant Family**, whose aim is to try and protect the elephant's habitat which is increasingly threatened by human expansion.

The elephants here in the capital have each been painted by an artist or celebrity and together they make up London's largest outdoor art event on record (with an estimated 25 million people viewing them over the next weeks).

The elephants will go on sale by auction after the parade has finished but if you're not sure your budget or living accommodation will stretch to a full-size elephant, then Selfridges are selling mini-elephants, which are also available [here](#).

If you want to make sure you take in as many of the different elephants as possible (maybe even see them all) you can plan an elephant route through the city with this [map](#).

Mo. x

Thanks to [Candy Apple Red](#) for the pic.

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