

## Activist Brand Saba Jewellery Launches *Soul Friends*

---

Fundraising in aid of



Event: Jewellery Launch

Venue: Ranelagh Arts Centre, Dublin 6

Date: June 15th-17th (Friday, Saturday and Sunday)

Opening Times: 11am-6pm

Contact: Geraldine Murphy 083 1233 158/info@saba.ie or  
<https://www.saba.ie/> Click here for [Dropbox link to photos](#)

Nothing beats a personal recommendation. So when my friend Liz, who is a television wildlife presenter, described the charity ANIMALS ASIA as *amazing*, and its 1998 founder, Jill Robinson as *formidable*, I knew that I'd found what I was looking for.

Jill Robinson of Animals Asia is my kind of woman. She has been awarded an OBE for her work with animals, especially Moon Bears, thousands of whom are treated appallingly — in the name of traditional medicine — in bile battery farms in China and Vietnam.

For a long time I had been wanting to make my small business into more than a job that pays my way and it wasn't until recently that I worked out how to do it and what movement I wanted to support. When I discussed this with my friend Brian Finnegan of GCN he clarified that what I wanted was for Saba Jewellery to become an activist brand.

There are so many charities I have huge respect for. But I've always had a thing for bears. I've never seen one in real life — but they have some strange hold on my heart. Not in the same way that my own pet animals do, but in a more awe-inspiring way: their connection to the earth, their wildness, their power, their freedom. And in spite of the obvious differences between animals and humans, there is so much that we have in common: a sense of joy, fun, loyalty, community, love, pain, fear.

I feel powerless and a sense of despair when I think of the needless suffering of Moon Bears, some of whom are in bile farms for as long as 30 years. So I decided that I would see what I could do, through my one-woman business, to raise awareness, do some fundraising and to try and make a difference.

The result is my handmade, sterling silver and 18ct gold Soul Friends Collection.

Soul Friends is being launched from June 15th to 17th, 11am-6pm at Ranelagh Arts Centre. I will be donating 20% of my launch sales to Animals Asia this June. Soul Friends will also be available for purchase on my website at [www.saba.ie](http://www.saba.ie) and through various retailers such as House of Ireland.

My packaging will now contain information on Animals Asia, as will my website. I will be having various fund raising activities over the next 12 months. I'll be ending the year with a group exhibition (involving some of my friends who work in art, jewellery, ceramics, textiles and various other crafts) and all the proceeds will go to Animals Asia too.

So keep an eye on the Saba website events page and please visit <https://www.animalsasia.org/> to find out more about the incredible work they do.



