PAMELA ANDERSON WRITES TO CANADA GOOSE EMPLOYEES TO PUSH FOR FUR BAN

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Honorary PETA US Director Pens a Letter to Staff in Bid to Stop Sales of Cruelly Obtained Coyote Fur

London – Honorary PETA US Director Pamela Anderson sent e-mails yesterday to more than 800 Canada Goose employees urging them to use their unique insider access to put pressure on the company to stop selling fur from coyotes, who can suffer in traps for days before being shot or bludgeoned to death. In the note, she points out that *hundreds* of major designers and retailers have already made the switch to humane and luxurious animal-free fur.

"Despite what your employer might tell you, the traps used to catch wild coyotes whose fur is used to trim Canada Goose's coats crush the animals' necks or snap shut on their legs, often cutting to the bone," writes Anderson. "Please, use your insider advantage to urge Canada Goose to make the simple transition to using exclusively animal-friendly faux fur or remove the fur trim entirely."

PETA – whose motto reads, in part, that "animals are not ours to wear" – points out that trapped animals such as coyotes, especially mothers desperate to get back to their starving babies, have been known to attempt to chew through their own limbs to escape. If trapped animals don't die from blood loss, infection, or frostbite, they're often bludgeoned, stamped on, or shot to death when the trapper returns – as this video that went viral shows. In addition, birds abused for down spend their entire lives in crowded, filthy sheds until they're killed. At the abattoir, they're often dumped into scalding-hot defeathering tanks while still conscious and able to feel pain.

Anderson joins actor Justin Long (who went undercover inside a Canada Goose store) and actress Maggie Q (who led a protest outside the company's Toronto headquarters) in teaming up with PETA US to speak out against Canada Goose's cruel treatment of animals and misleading claims.

Anderson's letter to Canada Goose employees is available here. For more information about the cruelty of the fur industry, please visit PETA.org.uk.

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