UGO MONYE TACKLES THE FUR INDUSTRY IN NEW PETA AD

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Harlequins Wing Strips Down to Tattoos in 'Ink, Not Mink' Campaign

London – He's known for his speed on the pitch – but do the legions of **Harlequins** fans know that **Ugo Monye** is just as quick to speak out against the cruelty of the fur industry? In a brand-new ad campaign for PETA – whose motto reads, in part, that "animals are not ours to wear" – the England international rugby player shows off his tattooed torso and arms next to the words "Ink, Not Mink". The ad, which can be seen here, concludes, "Fur Only Looks Good on Its Original Owner. Be Comfortable in Your Own Skin, and Let Animals Keep Theirs".

"Animals used for fur sometimes have their skin ripped off them while they're still alive – that's not OK", Monye says. "I hope that by being a part of the 'Ink, Not Mink' campaign, I'm encouraging fans not to wear real fur because that's the only way this cruelty is going to stop."

In the wild, animals caught in steel-jaw traps can languish for days, slowly dying from hunger, thirst, disease, blood loss and predation. Some, especially mothers with babies, chew through their limbs in a desperate attempt to escape. Animals on fur farms spend their entire lives confined to cramped, filthy cages before they are beaten, gassed or anally electrocuted. More than 2 million cats and dogs are skinned in China every year – many while they are still conscious.

Monye joins a growing list of top athletes – including Everton goalkeeper **Tim Howard**, Sale Sharks fly-half **Danny Cipriani**, UFC fighter **Jimi Manuwa**, England cricketer **Jade Dernbach**, squash champion **James Willstrop** and ultra-endurance athlete **Rich Roll** – who have teamed up with PETA or its affiliates to encourage kindness towards animals.

For more information, please visit **PETA.org.uk**.

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