

## **YOU CAN HELP STOP THE TORTURE!**

All of us have the ability to make a difference.  
Together we can bring an end to the cruel  
fur industry!

### **BOYCOTT**

Refuse to buy items containing fur or fur trim.  
Purchase faux fur and cruelty-free clothing  
instead.

### **SUPPORT**

Endorse and/or demand local, state and federal  
anti-trapping and anti-cruelty laws. Thank and  
support stores that don't sell fur.

### **CONTACT**

Get in touch with designers, manufacturers,  
stores, catalogs and fashion magazines.  
Ask them to stop producing, selling and/or  
promoting fur.

### **EDUCATE**

Inform others on the horrors of the fur trade.  
Distribute literature or plan an anti-fur event.

### **PROTEST**

Organize or attend a Fur-Free Friday protest  
the Friday after Thanksgiving.

For more information and to post your events  
online, visit: [www.FurFreeFriday.com](http://www.FurFreeFriday.com)



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# **MAKE COMPASSION THE FASHION**



Over 40 million fur-bearing animals  
are brutally killed for their skins every year  
worldwide. Foxes, rabbits, seals,

minks, raccoons, chinchillas and other  
animals are skinned alive or are killed via  
trapping, gassing, neck breaking and anal or  
genital electrocution. Animals are  
intelligent, sentient beings, and like us,  
they have the capacity to feel and experience  
pain. There is no reason to contribute to  
the suffering and death of fur-bearing  
animals. Purchasing or wearing fur  
puts blood on your hands!

The answer is simple:

## **DON'T BUY OR WEAR FUR**

## **WILD FUR**

Over 10 million wild animals worldwide are trapped and killed exclusively for their fur each year. They are caught in traps or, as in the case of this poor seal, hunted and clubbed to death. Wild animals suffer tremendously before they are killed. Frequently they are skinned alive.



## **RANCHED FUR**

Over 30 million animals are raised on fur farms around the world for their pelts. Forced to live in overcrowded, foul-smelling cages, these animals are either turned into breeding machines or are killed in the most barbaric and primitive ways. During their short, tortured lives, they suffer from nervous disorders, deafness, physical deformities and other debilitating conditions.



## **TRAPS**

Animals suffer in traps for days before they are killed. One out of every four animals chews their paw off to escape only to die from loss of blood, infection, or gangrene. Aquatic animals, such as otters and beavers, are trapped underwater until they drown in agony. Traps do not discriminate; at least five million "trash animals" such as dogs, cats and birds are killed or crippled by traps each year.



## **KILLING METHODS**

When trappers return to their traps, animals that are still alive are clubbed, strangled, or stomped to death. Ranched animals are killed by cruel methods such as neck-breaking, anal or genital electrocution, poisoning, suffocation, drowning, head-bashing and gassing. No federal laws exist regulating killing methods used on fur farms. Animals are killed using the cheapest and most inhumane means of slaughter.

