



THE ASSOCIATION FOR THE  
**PROTECTION**  
of Fur-Bearing Animals

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## **Meet the face of fur trim**

### **New campaign by advocacy group just in time for anti-fur day**

**TORONTO** - Over a quarter of a million Torontonians will meet the face of their fur trim this week, as The Association for the Protection of Fur-Bearing Animals (APFA) releases their latest advertising campaign.

The poster, which will be displayed at popular hotspots in the downtown core, features Doc, a coyote who was rescued, rehabilitated and released by Critter Care Wildlife Society and helps consumers face the reality of their fur trim.

“Over three million animals are killed in the wild or on farms for their fur each year in Canada,” says Lesley Fox, Executive Director of APFA. “This is an inherently cruel and completely unnecessary fashion trend that kills animals just like Doc every day. Consumers need to know the truth.”

Twenty-two locations will feature the poster for four weeks, encouraging consumers to learn the truth about the fur trade and stop the inherent cruelty associated with it.

“February 14 marks the 25<sup>th</sup> anniversary of National Anti-Fur Day, formed by Action for Animals,” adds Fox. “This campaign is our way of supporting Anti-Fur Day and asking consumers in Canada’s largest city to have a heart and not wear fur.”

In addition to the poster campaign, more than 800,000 Canadians will see a digital variation in the same period.

“Fur is unnecessary and inherently cruel,” Fox says. “We can save lives like Doc’s by going fur-free today.”

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