



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

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*Tuesday, November 25, 2014*

## **Christmas buyers beware: Canadian women saying no to fur** *Polling data indicates majority of women choosing to go fur-free, most wardrobes are fur free*

**VANCOUVER** - Black Friday marks the start of Christmas shopping season in Canada – and a national animal advocacy group has an important reminder for shoppers.

“Our data is showing that the majority of Canadian women – 57 per cent – are saying that wearing real fur is unacceptable,” says Michael Howie, spokesperson for The Association for the Protection of Fur-Bearing Animals (APFA). “Further, 63 per cent of those polled have no fur at all in their homes, and of those who do, 49 per cent acquired the fur at least six years or more ago.”

The survey, conducted by Insights West, shows that as Black Friday shopping begins – ironically on international fur-free day – consumers should purchase humane clothing alternatives.

“As we launched our #MakeFurHistory campaign, which highlighted the inherently inhumane conditions of Canadian fur farms, we saw more and more people taking the fur-free pledge,” Howie adds. “It is clear to us that as people learn the truth about the fur industry, they are making the choice to go fur-free. With Christmas shopping getting underway, we want consumers to have this information so they make humane and appropriate gift decisions.”

The Association for the Protection of Fur-Bearing Animals also strongly recommends examining product descriptions and sewn-in tags to ensure that faux furs truly are synthetic or organic alternatives.

“We have, in the past, found products listed as faux-fur that were using real fur,” Howie notes. “With weak labelling laws in Canada, it is often best to just avoid fur altogether – particularly when buying a gift for a loved one who, statistically, has a strong chance of being opposed to fur.”

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