



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

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*March 5, 2015*

## **Protest, petition in works to remove Canada Goose exec from conference**

Animal advocacy group gathers hundreds of signatures calling for removal of speaker Kevin Spreekmeester

**TORONTO** - A national animal advocacy group is urging the organizers of the DX3 Canada conference to take immediate action to cancel a controversial talk from their event. The Association for the Protection of Fur-Bearing Animals (The Fur-Bearers) has launched a [petition on Care2.org](#) calling for the removal of Kevin Spreekmeester (Chief Marketing Officer of Canada Goose) as a speaker from the Dx3 conference.

Mr. Spreekmeester is currently set to deliver a keynote speech ironically titled "How To Leverage Advertising Without Selling Your Soul." As someone who makes a living off of advertising the cruel trapping and killing of animals Canada Goose takes advantage of, Mr. Spreekmeester is the last person who should be advising others on advertising ethics.

"Coyotes are often caught and wounded in cruel traps and then killed to make the fur trim used in Canada Goose's jackets," says protest organizer Lucas Solowey. "Each year in Canada, over 100,000 coyotes are trapped and killed in cruel leg-hold, Conibear and snare traps. In agony and confusion, animals often break teeth and bones trying to escape.

"Across Canada, trap check times vary from once every 20 hours to once every 14 days, but such laws are largely unenforceable," explains Solowey. "An animal who does not die quickly is faced with unrelenting pain and a panic-filled wait, until they are clubbed to death, suffocated, shot or strangled."

The Fur-Bearers along with over 500 people who [signed the petition](#) are calling on the Dx3 conference to take a stand against animal cruelty and remove Mr. Spreekmeester as a keynote speaker. A protest is planned to take place outside the conference unless the speaker is removed.

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Since 1953, [The Association for the Protection of Fur-Bearing Animals](#) has worked with landowners and municipalities to find humane, non-lethal solutions to wildlife conflict, as well as raising awareness about the truth of the fur industry. With thousands of members and tens of thousands of supporters through social media, The Fur-Bearers have shown that humane alternatives work - and will continue to work.

The protest is planned for 9:30 am to 12 pm on Wednesday, March 11, outside of the DX3 Canada conference. If the DX3 organizers agree to remove Mr. Spreekmeester from the agenda, the protest will be postponed indefinitely. Journalists and photographers are welcome to attend.

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