



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

179 W. Broadway  
Vancouver, BC, Canada V5Y 1P4

Telephone: 604-435-1850  
Fax: 604-435-1840

[fd@furbearerdefenders.com](mailto:fd@furbearerdefenders.com)  
[furbearerdefenders.com](http://furbearerdefenders.com)

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## **Wildlife protection group partners with new Canadian clothing company** *Mammoth Outerwear protects Canadians from the cold and animals from fashion*

**VANCOUVER** – A new partnership between a wildlife protection group and a new Made-in-Canada outwear company has football players and animals alike cheering this Grey Cup week.

Mammoth Outwear, founded by CFL Linebacker James Yurichuk, has launched their online Kickstarter campaign with the support of their non-profit partner, Vancouver-based The Association for the Protection of Fur-Bearing Animals (The Fur-Bearers).

“Since 1953 our members have wanted humane, warm alternatives to fur,” says Adrian Nelson, Director of Communications of The Fur-Bearers. “To be now partnering with a company that’s not only made in Canada, but ethically and corporately supportive of wildlife protection solutions is really a dream come true.”

“A lot of companies have spent a lot of time trying to convince people that the only way to stay warm in Canada is with animal products like fur or down,” says Mammoth’s Yurichuk. “As a lover of wildlife, I am proud to be able to provide an ethical alternative that keeps protects Canadians from winter, and animals from fashion.”

Mammoth Outerwear has committed to contributing a portion of all sales to the life-saving work done by The Fur-Bearers, who provide in-field solutions to wildlife conflict, educational programs, and advocacy on behalf of animals in Canada.

“These jackets are designed and built for Canadians by Canadians,” says Yurichuk. “And with the Grey Cup this weekend, I couldn’t think of a better time to launch our Kickstarter campaign.”

To learn more about Mammoth Outerwear, view the Kickstarter campaign, or get involved, visit <https://www.kickstarter.com/projects/995157698/1650581972?token=d91a0ed7>. More about the work done by The Fur-Bearers can be found at [www.TheFurBearers.com](http://www.TheFurBearers.com).

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Product images and the Kickstarter promotional video are available upon request.

**CONTACT:**

Adrian Nelson  
Director of Communications, The Fur-Bearers  
604-435-1850  
[adrian@furbearerdefenders.com](mailto:adrian@furbearerdefenders.com)

James Yurichuk  
Founder, Mammoth Outerwear  
[james@mammothouterwear.com](mailto:james@mammothouterwear.com)

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