



PEOPLE FOR  
THE ETHICAL  
TREATMENT  
OF ANIMALS

The Honourable Ioan Jones  
Mayor of Shrewsbury

26 July 2016

Via e-mail: [ioan.jones-stc@shropshire.gov.uk](mailto:ioan.jones-stc@shropshire.gov.uk)

Dear Mayor Jones,

I'm writing on behalf of People for the Ethical Treatment of Animals (PETA) with an idea that would put Shrewsbury in the spotlight while promoting cruelty-free habits among residents: rename Featherbed Lane in the town's northeast outskirts "Feather-Free Bed Lane".

Many people aren't fully aware of the cruelty inflicted on animals at the hands of the down feather industry. Down is the soft layer of feathers closest to birds' skin, primarily in the chest region. These feathers are highly valued by manufacturers of down clothing and comforters because they don't have quills. While down and other feathers can be removed from ducks and geese during slaughter, many birds are plucked repeatedly while they're still alive.

A [new PETA exposé](#) of goose farms in China, the source of 80 per cent of the world's down, shows that workers pin geese down and rip their feathers out as the animals thrash about and scream. The struggling birds are often plucked so hard that their skin is torn open, and the hurried workers then sew up the wounds using a needle and thread – and no painkillers. Many endure this torture multiple times before finally being slaughtered long before they would die naturally.

Producers of foie gras have also been known to boost their profits by selling the feathers of force-fed ducks and geese. These birds already have to endure having tubes rammed down their throats so that their stomachs can be pumped full of so much corn mush that their livers swell to about 10 times their normal size, which is how foie gras is made.

Fortunately, modern synthetic fibres that are warm, durable, allergen-free, machine-washable and, best of all, Earth- and bird-friendly are available on every high street and are often cheaper to boot.

With interest in vegan living at an all-time high, it's the perfect time to change this lane's name from something which signifies cruelty to birds to a name which reminds people around the county that we all can have a good night's sleep without supporting a nightmare scenario for ducks and geese. As further incentive, if you agree to adopt this new moniker, we'd be happy to provide every one of the lane's residents with cruelty-free bedding.

Please let me know your decision.

Yours sincerely,



Elisa Allen  
Associate Director

PO Box 70315  
London N1P 2RG  
United Kingdom  
+44 (0) 20 7837 6327  
+44 (0) 20 7923 6242 (fax)

[Info@peta.org.uk](mailto:Info@peta.org.uk)

PEOPLE FOR THE ETHICAL  
TREATMENT OF ANIMALS (PETA)  
FOUNDATION – a charitable  
company limited by guarantee,  
with its registered office at  
125 London Wall, London EC2Y 5AS.  
Registered in England and Wales  
as charity number 1056453,  
company number 3135903.

**Affiliates:**

- PETA US
- PETA Asia
- PETA India
- PETA France
- PETA Australia
- PETA Germany
- PETA Netherlands