

Letter to send to shops selling down

Please add in the relevant details before you send your letter. Let us know if you receive a positive response by e-mailing Action@peta.org.uk

Dear **Sir/Madam**,

I'm contacting you because I was recently shopping at your store in **[location of store/online]** and was disappointed to see that you're selling **[name of item, eg, jackets, pillows]** stuffed with down feathers.

In the global down industry, feathers are often ripped out of struggling geese's skin while they're fully conscious, leaving open, bloody wounds. A [recent PETA exposé](#) revealed that even so-called "responsibly sourced" down may be produced this way. Given this cruelty, the only ethical policy is to stop selling down-filled items altogether.

Topshop, Warehouse, Primark, Whistles, and many other retailers have already made the compassionate decision to ditch down. Please, will **[Name of Company]** commit to doing the same? Until this happens, I will no longer be purchasing your products.

Sincerely,

[Your name and address]