

Letter to send to shops selling angora

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, jumpers, scarves] that contain angora wool.

Numerous harrowing investigations into angora farming in China – where 90 per cent of the world's angora wool comes from – have shown *that* rabbits scream out in pain or struggle in terror as *workers violently rip the fur from their skin or tie them up and roughly shear them.*

Rabbits on these farms are forced to spend their entire lives *inside* tiny, filthy cages, surrounded by their own waste, with little protection from the elements. The thin wire cages constantly cut into their sensitive footpads, and they never have the chance to run around, jump, or play.

Please take a few moments to watch the video footage [here](#).

Hundreds of retailers around the world have responded to consumer outrage about this cruelty by putting in place angora-free policies. Please, will [Name of Company] turn its back on the unethical angora-wool industry, too?

Until you do so, I will no longer in good conscience be able to shop with you.

Sincerely,

[Your name and address]