

**PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS**

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Dear Mrs Phillips,

On behalf of PETA and our more than 1 million members and supporters, we applaud you for taking a stand against poverty-shaming and bullying by banning Canada Goose, Moncler, and Pyrenex coats at Woodchurch High School. This kind decision will have a positive impact even beyond the school gates because students aren't the only ones who are bullied for these coats.

In fact, bullying and cruelty are woven into the very fabric of jackets by Canada Goose and other brands that are made with real fur. Despite the industry's empty claims, there's simply no humane way to steal animals' body parts – it's the very definition of bullying: "abuse and mistreatment of someone vulnerable by someone stronger".

As you may know, coyotes who are killed for the fur trim on Canada Goose coats are often caught in steel leg clamps, head-crushing traps, body-gripping traps, or neck snares, where they can suffer for days. Some coyotes – especially mothers who are desperate to return to their starving pups – will attempt to chew through their own limbs to escape. Those who don't die from exposure, blood loss, infection, or predator attacks are typically strangled, bludgeoned, or shot in the head when the trapper returns.

The fur industry's other victims – including minks, foxes, chinchillas, lynxes, and even hamsters – are confined to unbearably small wire cages that prevent them from taking more than a few steps in any direction. The intense deprivation drives many of these intelligent, inquisitive animals insane, causing them to mutilate themselves, pace and circle endlessly, and even cannibalise their cagemates. Their misery ends only after an agonising death – usually by gassing, anal electrocution, poisoning, or neck-breaking. Some are skinned alive. If that isn't bullying, what is?

No one deserves to be bullied, abused, or killed because of their coat. Woodchurch High School's compassionate decision to ban brands that bully animals sends a powerful message of inclusion and kindness. We encourage every school to follow your example.

Sincerely,

Elisa Allen
Director

PEOPLE FOR THE ETHICAL
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