



**FOR IMMEDIATE RELEASE:**  
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## **POW has a Valentine's Day Message for Local Retailers**

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**Stowe, VT** — Protect Our Wildlife (POW) is launching their new *Have a Heart, Go Fur Free* campaign on February 10, 2017 and hopes to assist Vermont shoppers make humane, compassionate shopping choices.

Here's how it works: POW asks the public to let them know of a retailer who is selling real fur. Then, POW writes to that Vermont retailer and encourages them to go fur-free. POW then reports back to the public as to who has a heart and who doesn't!

“Whether it's a fur trinket, “pom pom” hat or a full-length fur coat, the suffering is the same. Every bit of fur you see caused an animal tremendous suffering and took away a life,” says Brenna Galdenzi, President of POW.

Scores of retail giants, including Ralph Lauren, H&M, Patagonia, Calvin Klein, Hugo Boss and others, have already taken a stance against animal cruelty, and POW is asking independent retailers in Vermont to follow suit.

Even fur trim, which is often found on hooded parkas, comes at the cost of animals' lives, mostly from coyotes who are caught in steel-jawed leghold traps. Trim is not a “by-product” of the meat industry. Vermont's wildlife including, beavers, bobcats,



foxes, otters and other animals endure unspeakable agony and are killed only to be sold to Russian and Chinese fur markets.

The majority of animals, including rabbits, mink, chinchillas, raccoon dogs and others slaughtered for their fur come from notoriously cruel fur factory farms where animals spend their days languishing in primitive wire cages without access to basic care, Galdenzi explains. “The statement we’re urging is one of compassion,” says Galdenzi, adding, “With the rich variety of natural fibers, and recycled synthetic materials available today, we’re urging retailers and consumers to pay attention, make kind choices, and spare the animals.”

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### **About Protect Our Wildlife**

POW is a statewide Vermont nonprofit organization whose mission is **to create a more humane environment for wildlife, including animals trapped or confined on farms for their fur.**

For information about **Protect Our Wildlife**, visit: [www.ProtectOurWildlifeVT.org](http://www.ProtectOurWildlifeVT.org), and also find them on [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).