Canada wins the gold medal for cruelty to animals

February 16, 2010

Vancouver, BC (RPRN) 02/16/10 — Right now the world is focused on the Vancouver 2010 Winter Olympics, and PETA is doing all that it can to call global attention to the ghastly, industrial-scale commercial slaughter of Canada's harp seals—a massacre that is scheduled to begin soon after the games end. Now is the time for us to mobilize caring people around the world who can help put an end to this abomination. **Now is when these gentle animals need your support the most.**

Will you join us in speaking up for seals and all animals killed for their skins by making the most generous donation that you can afford to PETA right now?

With your help, we are making sure that as many people as possible know that just days after the Olympic flame is put out, the lives of tens of thousands of baby harp seals will be extinguished as well.

Before most of these animals even get a chance to eat their first solid meal or learn how to swim, they will be shot in the head or have their skulls crushed by heavy clubs. Their mothers will be forced to witness the carnage, but they will be helpless to stop it and will cry out as their babies are killed. I long ago ceased to be surprised by the suffering that people inflict on animals, but the images of dead, skinless seals lying on the blood-soaked ice are truly sickening.

That's why the Canadian government wants to keep the massacre as quiet as possible, especially now that the eyes of the world are focused on the Olympics' host nation. So PETA is bringing news of the seals' plight to the crowds in the Olympic village—and to people all around the world.

Wherever Canadian Prime Minister Stephen Harper has traveled, PETA supporters have been there

in full voice. Protesters from PETA and our affiliates have demonstrated across North America as well as in France, Switzerland, Germany, Australia, and many other countries. More than 530,000 people have signed our Facebook petition calling for an end to the massacre. A long list of celebrities, including Perez Hilton, "Sugar" Shane Mosley, and gold medal–winning snowboarder Hannah Teter, are using their star power to help us raise awareness of the bloody slaughter and generate unprecedented press coverage—exactly the kind of publicity that the Canadian government is so deeply afraid of.

We need everyone who is outraged by this senseless carnage to speak out right now. Most of all, we need the support of PETA members like you. **Please make an urgent donation** to sustain PETA's fight to shut down the cruel fur industry.

The Canadian government is as intractable an opponent as any that we have faced. With North American and European markets closed to its bloody products, Canada has started looking into selling its seal fur in China—a move that has outraged the Canadian people, the majority of whom want to the see the slaughter brought to an end.

But even the most unrepentant animal abusers can be beaten. Since PETA launched its campaign against the seal slaughter, opposition to the massacre has become a global movement—and the pressure on the Canadian government is intensifying every day. **This is a fight that we can and —with your help—*will* win.**

Please make a generous donation online now. Thank you.

Very truly yours,

Ingrid E. Newkirk
President

P.S. PETA will keep fighting to stop the seal slaughter after the Olympics are over—for as long as it takes to save these animals. But we need your help to sustain this movement. For the sake of all animals killed for their skins, **I urge you to support PETA as generously as you can today.**

About the author:

For more information, please visit http://www.peta.org.

People for the Ethical Treatment of Animals (PETA), with more than 2 million members and supporters, is the largest animal rights organization in the world.

PETA focuses its attention on the four areas in which the largest numbers of animals suffer the most intensely for the longest periods of time: on factory farms, in laboratories, in the clothing trade, and in the entertainment industry. We also work on a variety of other issues, including the cruel killing of beavers, birds and other "pests," and the abuse of backyard dogs.

PETA works through public education, cruelty investigations, research, animal rescue, legislation, special events, celebrity involvement, and protest campaigns.

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