



PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

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Sheldon Rockler
Owner
L.A. Rockler Fur Company

Dear Mr. Rockler,

Greetings from PETA. I'm writing on behalf of our more than 6.5 million members and supporters worldwide, including over 68,000 in Minnesota, to urge the L.A. Rockler Fur Company to cancel its plans to auction off 5,000 fur garments and instead help end the cruel era of wearing fur by donating the coats to PETA. We'd use them to offer warmth and comfort to those who need them most.

PETA and our affiliates receive thousands of fur coats from people all over the world who have had a change of heart after learning about the suffering endured by animals raised and killed for their fur. Fur donations to PETA are given to homeless shelters in the U.S. or refugees around the world or are used as bedding for sick or injured animals. For example, we boxed up more than 200 donated fur coats and sent them to Life for Relief and Development, and they were recently distributed to families with inadequate shelter facing freezing temperatures in Kabul, Afghanistan.

We understand that your family's fur company dates back to the 1920s, when it was started by your father. As you know, a lot has changed since then, and fur is now a dying industry. Major fashion brands and retailers—including Chanel, Prada, Gucci, Versace, Burberry, Michael Kors, Macy's, and many others—have ditched fur, and more than a dozen countries around the world have shut down fur farms. Last fall, California became the first U.S. state to ban fur sales, and the Minneapolis City Council is now considering a similar ban. Kind consumers are increasingly seeking out humane, sustainable options, such as faux fur made from hemp, frayed denim, or even recycled plastic bottles.

It's not possible to bring back the rabbits, minks, foxes, and others who were caged and electrocuted for their fur, but with your help, we can bring a little warmth to people in desperate need while encouraging others to reject fur and choose compassion.

Thank you for your time and consideration. I look forward to hearing from you.

Sincerely,

Danielle Katz
Campaigns Director
PETA