

Kangaroos Killed for Sport

Sports shoe makers cause the slaughter of many of these gentle animals. Chief offender is Adidas, who promotes kangaroo skin soccer cleats around the world. Help *Viva!* blow the whistle on this sickening trade.



**Adidas: Killing
for Kicks**

Viva!

Tel: 530/759-8482

www.savethekangaroo.com

Adidas Predator - Preying on Kangaroos

A million baby "joeys" will be slaughtered this year, torn from their dying mothers' pouches and shot, stomped on, clubbed to death or left to die of starvation. They are considered the discarded "trash" of Australia's new growth industry - kangaroo meat and skin. This year's kill quota has been set at six and a half million adult kangaroos.

The company most eagerly supporting this mass slaughter is Adidas, by heavily marketing its highly-priced, kangaroo skin, Predator soccer cleats around the world.

A baby joey, rescued after her mother was shot.



Australia's government sees kangaroos as an export earner - justifying the massacre with well-rehearsed myths. They claim that kangaroos destroy wheat crops and degrade grazing land. New scientific studies show that 90 percent of wheat fields never see a kangaroo and they have little impact on grazing. Even worse, the big skins demanded by Adidas and other shoe makers already pose a threat to the largest species of kangaroo - the Red kangaroo. Targeting the biggest, fittest animals for their skin has the potential to cause extinction.

The killing takes place at night in the outback and is unmonitored. Nobody knows how many animals are badly injured and escape to die in agony. It is the biggest massacre of land wildlife ever known.

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For all these reasons, we are calling on Adidas to stop using kangaroo skin. You can help:

- Boycott Adidas and complain: E-mail: Consumer.Relations@adidasus.com
Call: **800/448-1796**
Write: Ross McMullin, CEO/President, Adidas, 5055 North Greeley Avenue, Portland, OR 97217
- Don't buy kangaroo leather! Choose state of the art, synthetic cleats which are widely available.
- Contact *Viva!* for a free kangaroo action pack and check out our website for a detailed report and video of this bloody trade at www.savetheskangaroo.com

Please send me a free kangaroo action packet

First name

Last name

Address

City

State: Zip

Email:

Age (if under 18)