

# Conservation groups rally residents to comment on trophy hunting proposals

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**VANCOUVER** – Encouraging residents to speak out against trophy hunting proposals in the BC interior is the aim of an advertising campaign launched by a coalition of conservation groups.

**Raincoast Conservation Foundation, Wolf Awareness Inc., and The Association for the Protection of Fur-Bearing Animals (The Fur-Bearers)**, with the support of **LUSH Cosmetics**, will run full page ads in major media outlets this week to raise awareness about the province of British Columbia's proposal to significantly expand wolf and grizzly bear trophy hunting in the Peace region.

"These well-hidden proposals were only made public by a media investigation and the province has made almost no effort to notify the broader public despite clear concerns," says Adrian Nelson, Director of Communications for The Fur-Bearers. "The government is required to allow public comment on proposals to change policy, but unfortunately, many non-consumptive wildlife lovers and outdoor recreationalists aren't made aware of these opportunities. We are hoping to fix that problem. The voices of these animals can only be heard when British Columbians speak up.

"Basing wildlife management on anecdotal evidence and political special interests, while ignoring scientific and ethical considerations, is an archaic approach to wildlife management. B.C.'s wildlife and residents both deserve better," said Chris Genovali, Executive Director, Raincoast Conservation Foundation. "Trophy hunting is clearly a fringe activity deplored by the vast majority of British Columbians including most who hunt only for food."

Lush Cosmetics, which opposes trophy hunting entirely and supports the end of animal cruelty, are also encouraging the public to get involved. The ethical brand has committed to starting an online conversation on its popular social media channels and has launched a campaign across British Columbia by distributing awareness and 'how to' leaflets in all B.C. stores. Shop staff will wear bear and wolf masks to spark conversation and encourage their customers to take action.

"We believe that when residents become aware of unethical and unscientific methods used to develop these proposals, they will demand more of their government," says Carleen Pickard, Ethical Campaigner at Lush. "Recent published polling shows that 95 percent of British Columbians, including those in the interior, are opposed to trophy hunting. It's time for the government to listen."

More details can be found at [Raincoast.org](http://Raincoast.org), [WolfAwarenessInc.com](http://WolfAwarenessInc.com), [TheFurBearers.com](http://TheFurBearers.com) and [Lush.com/stoptrophyhunt](http://Lush.com/stoptrophyhunt). #LeaveThemInPeace

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