



November 16, 2016 11:10 ET

## Animal Advocates Turn Black Friday into "Fur Free Friday" with Protests in Los Angeles and Nationwide

### **Last Chance for Animals to Target Three High Profile L.A. Shopping Areas Urging Shoppers to Buy Cruelty Free**

LOS ANGELES, CA--(Marketwired - November 16, 2016) - International nonprofit animal advocacy group [Last Chance for Animals](#) (LCA) is co-hosting the annual Fur Free Friday demonstrations in the Los Angeles area along with a coalition of animal rights groups. LCA was the first organization to hold Fur Free Friday protests in L.A. 30 years ago. Since then, the event has grown into a national tradition, with protests scheduled across the United States. Black Friday shoppers will have to endure more than the usual crowds on the busiest shopping day of the year. LCA and other activists are promising to educate consumers about the cruel fur industry and dissuade them from buying fur products. More than 1 billion rabbits and roughly 50 million other fur-bearing animals -- including dogs, cats and foxes -- are brutally killed each year for the sake of vanity. The animals are beaten, electrocuted and skinned alive. People are often surprised to learn that fur trim, keychains and other items assumed to be fake fur are actually animal fur, even when labeled "faux."

### **Los Angeles area Fur Free Friday Protests 11/25/16:**

#### **#1) SANTA MONICA - 3<sup>RD</sup> STREET PROMENADE**

8 a.m. - 10 a.m. - Intersection of Santa Monica Blvd and Third Street

#### **#2) BEVERLY HILLS SHOPPING STREETS**

11 a.m. - 1 p.m. - NE corner of Rodeo Drive and Santa Monica Blvd

#### **#3) GLENDALE GALLERIA AND AMERICANA MALLS**

4 p.m. - 6 p.m. - 889 Americana Way, Glendale (Meet between Americana and Glendale Galleria)

"Fur Free Friday protests are aimed at making consumers aware that by purchasing fur products, they are contributing to animal suffering and death," said Chris DeRose, President of LCA. "We want people to think twice about buying that fur coat, fur-lined boots or that jacket with the fur trim, not only on Black Friday, but every day of the year."

For more information, visit [www.FurFreeFriday.com](http://www.FurFreeFriday.com).

***Last Chance for Animals (LCA)** is a non-profit organization dedicated to eliminating animal exploitation through education, investigations, legislation, and public awareness campaigns. Since its formation in 1984, LCA has succeeded as one of the nation's pioneer animal advocacy organizations. Working internationally, LCA's Sam Simon Special Investigations Unit documents abuse in research labs, puppy mills, factory farms,*

*and the entertainment industry, and works with prosecutors to enforce animal cruelty laws. LCA's educational and public outreach programs have empowered the public to make positive changes for the animals in their own communities. [www.lcanimal.org](http://www.lcanimal.org)*

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