

**MEDIA ALERT – MEDIA ALERT – MEDIA ALERT**

**ANIMAL ACTIVISTS THROW MERRICK FURS**

**“GOING AWAY PARTY!”**

**Cruelty is going out of business.**

**What:** Merrick Furs is closing its doors forever this Saturday, January 31<sup>st</sup>, following 3 seasons of protests by the Long Island based animal advocacy [Long Island Orchestrating for Nature \(LION\)](#). LION has received overwhelming support from members of the community and will be celebrating this closure by throwing Merrick Furs a “Going Away Party!”

“We’ve had an overwhelming support from the community and people driving by,” stated Julie Cappiello, Vice President of LION. “Everybody honks, throws us ‘thumbs up,’ and tells us they admire our efforts.”

“We have been out there in snow, rain, and freezing temperatures, but nothing can compare to the conditions animals endure in traps and on fur farms. Before arriving at Merrick Furs, many of these animals were slaughtered by anal electrocution, neck-breaking, and worse. Some may even have been skinned alive,” said John Di Leonardo, President and Anthrozoologist with LION.

LION originally held demonstrations outside of Merrick Furs for International Fur Free Friday in 2013 and spent the majority of that year outside the store every Friday, with appearances in 2014 as well.

“Fur has never been an acceptable part of our society,” said Julie Cappiello, “but now with such great faux fur coats, there’s no reason any animal has to suffer for fashion. Just ask vegan designers John Bartlett and Stella McCartney.”

**Where:** Merrick Furs, located at 22 Sunrise Highway in Merrick, NY 11566

**When:** Saturday, January 31<sup>st</sup>, 1:00pm-5:00pm, when Merrick Furs closes up forever.

**Your coverage is invited. RSVP to Julie Cappiello at (516) 509-8631 or [Julie@humanelongisland.org](mailto:Julie@humanelongisland.org).**

For more information, please visit [www.humanelongisland.org](http://www.humanelongisland.org) or [www.facebook.com/LIONature](https://www.facebook.com/LIONature).