



PRESS RELEASE TEMPLATE

New Undercover Investigation Reveals the Shocking Brutality of Trapping Animals for Fur and Recreation in the United States

Include a catchy headline that summarizes the main ideas of the release.

WASHINGTON, DC – March 22, 2022 – Animal welfare and conservation non-profit Born Free USA, working in collaboration with Humane Society International and the Humane Society of the United States, has today released a shocking undercover investigation exposing the cruelty of animal trapping, including for the fur trade, in the United States.

First paragraph must include WHO, WHAT, WHERE, WHEN.

An undercover investigator attended the National Trappers Association Convention in Iowa in July 2021 and a state-sponsored Trappers Education Course, provided in partnership between the Iowa Department of Natural Resources and the Iowa Trappers Association, in November 2021, before going out with three trappers to witness how animals are trapped and killed. The investigation's findings are harrowing and reveal the inherent cruelty of trapping.

Subsequent paragraphs should go into further detail.

Video and audio evidence captured includes:

- Trapped raccoons being bludgeoned with a baseball bat, causing protracted death.
- A trapper standing on the neck of a raccoon after the animal has been beaten with a bat.
- Animals being thrown into the back of a pickup truck after being bludgeoned but without confirmation of death. One raccoon was later found to still be alive and was hit multiple times again with the bat. Trapper is heard complaining "I don't know what his [expletive] problem is."
- A dead fox in a leghold trap who had struggled so hard to free himself that his leg had snapped clean through. The fox had likely been killed by coyotes as he was unable to defend himself or run away.
- Footage of a dead cat among the bodies of wild animal trapping victims, demonstrating that traps are also dangerous and deadly to non-targeted animals, including companion animals.
- A representative from the Department of Natural Resources volunteering information on loopholes in Iowa's trapping law.
- A trapper posing for a photograph with the dead body of a beaver who was found hanging in a snare from a tree.
- Trainers on a state sponsored education course laughing as they talk about illegal practices.

Bulleted lists can be a good way to summarize the information you want to convey.



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Angela Grimes, CEO of Born Free USA, said: "The evidence captured as part of this investigation is difficult to watch, but it is important. This inexcusable cruelty is meted out to millions of animals each year across the country. The indiscriminate nature of these types of traps, the inevitable suffering that they cause, and the fact that the U.S. is trailing behind other countries that have already taken steps to ban these archaic contraptions, all point to one thing: it is time for a trapping ban."

Keep quotes to one short paragraph with no filler text. Always include the speaker's name and job title.

The organizations are calling on U.S. lawmakers to take steps to enact legislation to ban trapping, beginning with the prohibition of body-gripping, leg-hold, snare and similar traps within the National Wildlife Refuge System via the passage and implementation of the Refuge from Cruel Trapping Act, H.R. 4716. Calls are also being made to prohibit the sale of fur, both in the U.S. and overseas, in countries such as the United Kingdom, which provide markets for trapped fur to be sold. Consumers, retailers and fashion brands also have the power to drive change by stopping buying fur from animals cruelly farmed or trapped.

Include next steps - what change is being called for and how will it be achieved?

Grimes concluded: "We believe that the evidence speaks for itself. Lawmakers have it within their power to end this suffering, and we implore them to do so by lending their support to the Refuge from Cruel Trapping Act as an important first step. It is beyond time to consign this outdated practice to the rubbish bin of history."

Use a closing quote to tie up the release.

Watch the footage and read the report: bornfreeusa.org/trappingexposed

Include a link for further information.

About Born Free USA

Born Free USA works to ensure that all wild animals, whether living in captivity or in the wild, are treated with compassion and respect and are able to live their lives according to their needs. We oppose the exploitation of wild animals in captivity and campaign to keep them where they belong—in the wild. Born Free USA's Primate Sanctuary is the largest in the United States and provides a permanent home to primates rehomed from laboratories or rescued from zoos and private ownership.

Provide background information on your organization or your campaign. Be sure to include links to social media accounts, too.

We're social: twitter.com/bornfreeusa, facebook.com/bornfreeusa, instagram.com/bornfreeusaorg, tiktok.com/@bornfreeusaorg.

Media Contacts:

[NAME]: [PHONE] / [EMAIL]

Always include direct contact details.

General Tips for Press Releases:

- Try to keep to one or two pages maximum.
- Use short, clear sentences with no filler text.
- Read your press release back to ensure that it tells your story.
- Ensure that anything you say is factual – making false or unsubstantiated claims can lead to unwanted legal challenges.

