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For Immediate Release

Todd Oldham encourages Canadian students to: *Design Against Fur!* Internationally renowned designer advocates compassion in fashion

February 17, 2004 – Montreal. Todd Oldham, the internationally renowned fashion and lifestyle designer, is supporting **the second annual *Design Against Fur!* competition, a worldwide student poster design competition sponsored by The Fur Free Alliance***. In Canada, the Montreal based Global Action Network is hosting the competition. In the United States, the Washington D.C. based, The Humane Society of the United States (The HSUS) is the host. Oldham will be one of the judges for the U.S. contest.

Based in New York City, Todd Oldham has been designing clothing, products and living spaces for 20 years. Guided by a colorful, modern design philosophy Todd has designed clothes for the likes of Julia Roberts and Uma Thurman, a Home collection for Target, The Hotel in Miami, wristwatches for Fossil and most recently a mod 62-piece furniture collection for the famed La-Z-boy furniture manufacturer. He has also hosted shows on MTV and appears regularly on NBC's "The Today Show."

A long-standing opponent of the use of fur in fashion, Oldham states, "*The Design Against Fur! contest is a forum for young, up-and-coming art and design students to put their creative talents to work on behalf of animals. An important part of living life is demonstrating compassion for others, animals and the environment.*"

Design Against Fur! is open to all students enrolled in a recognized college or university during the winter of 2003 and the spring of 2004, who would like to design an innovative anti-fur poster. Prizes for the winning entries include \$1000 for the Canadian winner, \$500 for the runner up and \$250 for third place. The top three Canadian entries will automatically be entered into the international competition where they can win 5000 euros (about \$8,000 CAD) and a trip to a European capital. The message to be conveyed in this year's poster is:

***When you buy or wear fur trim you are contributing to the pain and suffering of animals.
Consumers have the power to stop the killing of animals for fur trim. Buying garments
with fur trim is unnecessary and unfashionable in this modern age.***

In an effort to reverse its declining fortunes during the last decade, the fur industry has inundated the market with cheap fur trim. According to Zipporah Weisberg, Global Action Network's campaign manager, *Many people are misled into thinking fur-trim is made from the "leftovers" of full-length fur coats. To the contrary, more animals are used each year for fur trim than fur coats and 90% of farmed foxes are killed for fur trim alone.*

The HSUS applauds the world's leading animal protection organizations for promoting this competition. Dr. Grandy, Senior Vice-President of The HSUS states, *It's the younger generation that sets fashion trends and the **Design Against Fur!** competition helps them become informed compassionate trend setters.*

The deadline to register for the competition is 22 March 2004. An awards ceremony to announce the winners will take place in Toronto in late May 2004. Students can find out more about the competition and register online at www.gan.ca.

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Contact Information

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* The **Fur Free Alliance (FFA)** is an international consortium of animal protection groups. For further information please go to: www.inFURmation.com. The ***Design Against Fur!*** competition information can be accessed at the FFA site in a number of languages.