

# Kangaroos Killed for Sport

Sports shoe makers are causing the slaughter of these gentle creatures. Chief offender is Adidas, who are promoting kangaroo-skin football boots as the latest fad. Help *Viva!* to blow the whistle on this sickening trade



Give Adidas  
the Boot!



# Adidas Predator - Preying on Kangaroos

A million baby "joeys" will be slaughtered this year, torn from their dying mothers' pouches and stamped on, clubbed to death or left to die of starvation. They are the worthless byproducts of Australia's new growth industry - kangaroo meat and skin. Each year, millions of adult kangaroos are shot to supply the industry and the company most eagerly supporting this mass slaughter is Adidas, to manufacture its highly-priced, kangaroo-skin, Predator football boots.

Australia's government sees kangaroos as an export earner - justifying the massacre with well-rehearsed myths. Adidas simply echo them, claiming that kangaroos destroy wheat crops and degrade grazing land. New scientific studies show that 90 per cent of wheat fields never see a kangaroo and they have little impact on grazing. Even worse, the big skins demanded by Adidas

*a baby joey, rescued after her mother was shot*



and other shoe makers already threaten

the largest species of kangaroo - the red. Targeting the biggest, fittest kangaroos defies natural selection by artificially manipulating populations, threatening the gene pool with the potential to cause extinction.

The outback slaughter occurs at night, unpoliced and unmonitored. Many animals are not shot instantly; some are gutted whilst still alive. 30 per cent of the ill-shot kangaroo carcasses killed by professional shooters are left behind in the field, often with their dead and dying joeys still inside. This discarded "trash" further messes with the ecology by providing food for feral pigs and foxes.

The kangaroo industry is responsible for the biggest massacre of wildlife on the planet. Help AWPC blow the whistle on this sickening trade.



**For all these reasons, we are calling on Adidas to stop using kangaroo skin. You can help:**

- Boycott Adidas and complain to: Customer Services, Adidas Australia PTY. Ltd, 28-38 Dunlop Road, Mulgrave, Victoria 3170, Australia. Telephone: 03 9419 4499 Email: robin.berry@adidas.com.au
- Don't buy kangaroo leather! Choose state-of-the-art synthetic alternatives instead.
- Contact AWPC for further information on how you can help end the cruelty
- Check out [www.savethekangaroo.com](http://www.savethekangaroo.com) where you can download a detailed report on the kangaroo killing industry and watch a video of the barbaric trade

**Australian Wildlife Protection Council**  
247 Flinders Lane, Melbourne, Victoria 3000, Australia  
tel: 61 3 9650 8326 fax: 61 3 9650 3689  
email: [kangaroo@pen.hotkey.net.au](mailto:kangaroo@pen.hotkey.net.au)  
[www.savethekangaroo.com](http://www.savethekangaroo.com) & [www.awpc.org.au](http://www.awpc.org.au)