

# Kangaroos Killed for Sport

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



**Adidas: Killing  
for Kicks**

*Viva!*

# Adidas Predator - Preying on Kangaroos

A million baby "joeys" will be slaughtered this year, torn from their dying mothers' pouches and stomped on, clubbed to death, or left to die of starvation. They are considered the discarded "trash" of Australia's kangaroo meat and skin industry.

Seven million adult kangaroos will also be shot to supply world markets - and the numbers are increasing steadily. The company most eagerly supporting this mass slaughter is Adidas, by heavily marketing its highly-priced, kangaroo-skin, Predator soccer cleats around the world.

Australia's government sees kangaroos as an export earner - justifying the massacre with well-rehearsed

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



myths. Adidas simply echoes them, claiming that kangaroos destroy wheat crops and degrade grazing land. New scientific studies show that 90 percent of wheat fields never see a kangaroo and they have little impact on grazing.

Even worse, the big skins demanded by Adidas and other shoe makers already threaten the largest species of kangaroo - the Red Kangaroo. Targeting the biggest, fittest animals for their skin has the potential to cause extinction. The killing takes place at night in the outback and is unmonitored. Many animals are shot but not killed and are hauled onto trucks by steel hooks while still alive. It is the biggest massacre of land wildlife ever known.



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

- Boycott Adidas and complain: E-mail: [Consumer.Relations@adidasus.com](mailto:Consumer.Relations@adidasus.com)  
Call: 800/448-1796  
Write: Ross McMullin, CEO/President, Adidas, 5055 North Greeley Avenue, Portland, OR 97217
- Don't buy kangaroo leather! Choose state of the art, synthetic cleats which are widely available.
- Contact *Viva!* for a free kangaroo action pack and check out our website for a detailed report and video of this bloody trade at [www.savethekangaroo.com](http://www.savethekangaroo.com)

**Viva!USA, P.O. Box 4398, Davis, CA 95617**  
Tel: 530/759-8482 [www.vivausa.org](http://www.vivausa.org)