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### **Animal rights group launch cute postcard campaign to help grey squirrels**

Animal Aid, one of the UK's largest animal rights organisations, has launched a postcard campaign to help save grey squirrels from being culled. The cards will be sent to local Wildlife Trusts who are part of the grey squirrel culling initiative, Red Squirrels United.

The postcards will be sent to Northumberland Wildlife Trust, Ulster Wildlife, the Wildlife Trust for Lancashire, Manchester & North Merseyside and Wildlife Trust of South & West Wales. Members of the public will send the pre-written postcards to the organisations asking them to withdraw their support of culling of grey squirrels.

The text on the postcards will encourage the Wildlife Trusts to explore alternative methods of helping red squirrels, instead of culling grey squirrels. The front features a cute embroidery design of two grey squirrels.

Animal Aid previously helped to deliver a 100,000+ signature petition to the Wildlife Trusts' head office in Newark. This called for an end to grey squirrel culling, and was started by dedicated campaigner Courtney Scattergood. In addition, more than 11,000 people complained to Red Squirrels United through their website.

Says Jade Emery, Animal Aid Wildlife Campaigner:

*'Culling one kind of squirrel in order to try to boost the numbers of another type of squirrel is outrageous and cruel. It is profoundly disappointing that the Wildlife Trusts are so outspoken against the badger cull but support the killing of other defenseless wildlife.'*

*'We appeal to the Wildlife Trusts to stop this callous culling of grey squirrels, and instead invest this time and money into alternative, humane initiatives to boost numbers of red squirrels.'*

## Notes for Editors

- The image and text on the postcards are available on request.
- For more information, please contact Jade Emery – [jade@animalaid.co.uk](mailto:jade@animalaid.co.uk) or telephone 01732 364 546
- Postcards are available to order at [animalaid.org.uk/squirrelpostcard](http://animalaid.org.uk/squirrelpostcard)