



Mayor Kathy Majdlik
City of Melton

16 June 2022

Dear Mayor:

I hope this message finds you well. I'm writing on behalf of People for the Ethical Treatment of Animals (PETA) with a suggestion that would put Wool Street, Aintree, in the spotlight and promote kindness to sheep: change the street's name to Plant Wool Street.

Why make this animal-friendly update? Well, we hope it would inspire people to buy kinder and more environmentally friendly wool alternatives, such as bamboo, cotton, hemp, and Tencel as well as Weganool, which is made from a weed, and Woocoa, which combines coconut and hemp fibres treated with enzymes from oyster mushrooms.

Unlike wool that is stolen from sheep, vegan wool is good for animals and the environment.

Sheep's wool has been shown to be a product of extreme cruelty. The recently launched website WoolFacts.com features hours of eyewitness video footage gathered from 117 wool industry operations on four continents, including Australia, where farmers were filmed mutilating sheep and shearers were exposed beating, stomping on, and throwing sheep.

Footage published on WoolFacts.com, obtained in 2020 from inside a Victorian shearing shed, shows a female sheep who was probably in labour when a shearer cut her on her vaginal prolapse with sharp metal clippers, then used wool sheared from her to wipe blood off the floor. The investigator took the sheep to a veterinarian, who determined that she was struggling to deliver a stillborn lamb and that her uterus was severely torn. She had to be euthanised.

With a simple name change, Wool Street can take a stand against this egregious, systematic cruelty and remind everyone that it's easy to stay warm and be warm-hearted to sheep by choosing vegan wool and other animal-free materials. As further incentive, if you adopt this new moniker, we'd be happy to provide every Plant Wool Street household that would like one with a cosy, animal-friendly blanket.

Please let me know your decision.

Yours faithfully,

Emily Rice
PETA

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

Australia

PO Box 20308
World Square
Sydney NSW 2002

08 8556 5828
Info@peta.org.au
PETA.org.au

Affiliates:

- PETA US
- PETA Asia
- PETA India
- PETA Germany
- PETA Netherlands
- PETA Foundation (UK)