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**FUR FREE WEST HOLLYWOOD, CA, reports LCA
The First City in the Nation to Ban the Sale of Fur Apparel**

West Hollywood, CA, September 22, 2011 - A precedent setting victory for the animals occurred at 1:15am Tuesday, 9/20/11, when, after a seven hour meeting, WeHo's city council voted 5-0 to pass a ban on the sale of fur apparel. Following in the footsteps of the humane minded council who voted for the animals in 1989 and passed Resolution 558 proclaiming WeHo a cruelty free zone, the council made this historic vote and put their foot down against the barbaric fur trade. This historic vote makes West Hollywood the first city in the nation with such a ban, proving that West Hollywood is truly a cruelty free zone.

Last Chance for Animals, Shannon Keith, Ellen Lavinthal, Ed Buck, and fellow animal advocates came together to make this ban possible. Preceding the historic vote this group held weekly rallies and demonstrations, and made visits to retail establishments carrying fur. Important objectives were met including several stores in WeHo voluntarily removing fur from their stores, fur free candidate John D'Amico being elected to the West Hollywood City Council, and raising awareness around the fur issue. Thanks to these efforts John D'Amico was able to introduce the ordinance to ban the sale of fur apparel in West Hollywood.

This ordinance makes West Hollywood the first city to go fur free in the U.S., setting a precedent for the rest of the world to put an end to the needless suffering of fur bearing animals solely for the purposes of vanity. Last Chance for Animals will continue to fight for more Fur Free cities nationally and internationally.

Last Chance for Animals (LCA), a national animal rights organization based in Los Angeles, has been active for more than two decades. Founded and led by animal expert, author, and actor, Chris DeRose, LCA's roots began in exposing the inherent cruelty of vivisection. LCA fights for the rights of animals by conducting investigations that expose animal cruelty, launching public awareness campaigns, pushing animal friendly legislation and helping prosecute animal abusers.

For more information, visit www.LCAnimal.org

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