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Bearskins Are for Not Guards Bears

In Canada, bears are hunted down and shot, and their skins are shipped to Britain to be made into the ceremonial caps worn by The Queen's Guards. It can take the entire hide of one bear to make just a single headpiece.

The vast majority of the British public opposes needless violence, from fighting in our schools and on the streets to the slaughter of wildlife for nothing more than a ceremonial headpiece. In fact, the results of a YouGov poll commissioned by PETA found that only 14 per cent of Britons support the continued use of real fur for The Queen's Guards' caps.

Although the British government claims to care about animal welfare, it allows unnecessary pain and suffering to be inflicted on intelligent, curious bears. Some bears do not die outright; those who manage to escape after being shot often die slowly from blood loss or infected wounds. When mother bears are killed, it is also a death sentence for their cubs, who are completely dependent on their mothers. Wildlife biologists estimate 70 per cent of orphaned bear cubs will die within a year of losing their mothers – succumbing to starvation, exposure or predation. **In the 21st century, there is no excuse for killing animals just to make ceremonial caps.**



The British Army has already begun using synthetic materials: the drummers in military bands now wear fake leopard skin, while some of the smaller “busby” caps worn by The King’s Troop are made of synthetic rather than real beaver fur.

The Ministry of Defence (MoD) says it has been looking for a faux-fur substitute for bearskins. Many items today are made with modern synthetic fibres, but after 20 years of “searching”, the MoD claims to have come up empty-handed. If Hollywood can do it, so can the MoD – **it’s time for a change!**

Tourists and the British public must show their outrage.

What You Can Do

Remind the MoD that bears have families, feel pain and terror when they’re hunted and do not want to die. Help us relegate bearskin caps to Britain’s history books by urging the MoD to adopt a fur-free policy immediately.

Send polite letters to:

Peter Luff, MP
Minister for Defence Equipment, Support and Technology
Ministry of Defence, Main Building
London SW1A 2HB

For more information, visit
UnBearableCruelty.com

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