



MEDIA RELEASE

18 April 2011

**Green Ribbon / World Week for Animals in Laboratories has begun
- and it's not too late to get involved!**

Each year, Green Ribbon Week is held in April to coincide with WWAIL (World Week for Animals in Laboratories).

This year we are fortunate enough to be supported by Lush Cosmetics whose staff are wearing our green ribbons and whose stores are displaying our posters. You may also have seen our commercials being broadcast in some Victorian and New South Wales cinemas.

If you are keen to help raise awareness for animals during Green Ribbon Week, but you're not sure where to start, then we have a few simple suggestions for you...

1. Wear a Green Ribbon Lapel Pin. This simple act will get your friends, colleagues and acquaintances familiar with the Green Ribbon concept, and talking about the issue.
2. View and forward the Green Ribbon Week Slideshow. Copy and paste the following link into your web browser, and then send it on to your friends.
<http://www.youtube.com/user/HumaneResearchAust#p/a/u/0/zE15MJIFtFw>
3. Display posters and brochures at your work, school, social or sports club.
4. Get creative and raise money. Sell Green Ribbons, run a cruelty-free (vegan) BBQ, morning tea, green clothing day, colouring competition, or any other initiative; and ask your guests to bring a donation to help support HRA in their mission to abolish animal testing.

Animal experimentation is an unethical and unreliable mode of research. Contact us now to get your FREE Green Ribbon Lapel Pins and help raise awareness about this very important issue.

www.humaneresearch.org.au

Ph: 1800 HUMANE