

# STOP THE #NIKEKANGAROOMASSACRE

Kangaroos are the victims of the largest slaughter of land based wildlife on the planet. Kangaroos are killed for profit, by the commercial kangaroo industry. This killing is approved and promoted by the NSW and federal governments. Huge international corporations like Nike make money from this mass cruelty and killing.

In 2021, in NSW alone, shooters killed over 40,000 kangaroos **per month** to sell for leather, meat and petfood.

**As one of the largest buyer of kangaroo leather, NIKE is driving this inhumane massacre.** And, as one of the most popular brands on Earth, NIKE has the power to set an example and shut it down.

## HOW KANGAROOS ARE KILLED

It happens at night. Hunters come in loud trucks with blinding spotlights and chase kangaroos down. **This happens every night across Australia.**

They are indiscriminate. They even kill mothers with joeys in their pouches.

They are inaccurate. They're meant to kill with one fatal shot to the head, but the 2021 Parliamentary Inquiry saw evidence of kangaroos fleeing with only their mouths blown off, or other bodily wounds, to die slowly later of starvation or injury.

## WHAT HAPPENS TO JOEYS?

After their mothers are shot, joeys are either stomped on, bashed on a bullbar or

decapitated. The government and commercial kangaroo industry describe this as 'humane'.

Joeys old enough to escape suffer a lonely fate. They cry out for their dead mothers, and, after seeing their whole family shot in front of them, they die alone from starvation or predation.

We do not know how many joeys suffer like this, because the industry does not count joey deaths. One estimate is that 500,000 joeys are killed by the commercial kangaroo industry every year.





'localised extinctions' and they're what precedes actual extinction.

Kangaroos are slow breeders. They have a long gestation period and a long infancy – even once they're out of the pouch, joeys stay with their mothers for years. They can't replace themselves at the rate they're being killed for NIKE.

Australia has the worst rate of mammal extinction in the world – do we want kangaroos to be next?

## **EMOTIONAL DAMAGE: KANGAROO TRAUMA**

Kangaroos are gentle, sensitive and empathetic. They lead rich emotional and social lives. They are deeply connected to their 'mob' – their mothers, fathers, brothers, sisters, aunts, uncles and friends.

In one of the most heartbreaking days of the 2021 Parliamentary Inquiry, scientist Professor Brooks gave evidence that **joeys who've witnessed hunting stop 'exhibiting play behaviour'**.

## **THE INDUSTRY IS TRAUMATISING KANGAROOS.**

Industry and government propaganda: pests and plagues

This myth of the kangaroo plague was exposed in the 2021 Parliamentary Inquiry, where it was found that government data on kangaroo numbers was "biologically impossible" and amounted to "large-scale misrepresentation".

As such, there is **no** reliable data on how many kangaroos there are. This is convenient for those who want to continue shooting them, and terrifying for those who made submissions to the Parliamentary Inquiry that kangaroos have disappeared from their area. These are called

## **TELL NIKE TO LEAVE THEM ALONE. #NIKEKANGAROOMASSACRE**

As the largest buyer of kangaroo leather NIKE is driving this industry that is pushing kangaroos to the brink of extinction. The majority of their shoes are made from sustainable alternatives... so there is no need for them to continue supporting this cruel and unsustainable trade.

**Stop the #nikekangaroomassacre  
#kangaroosarenoshoes.**

**KANGAROO.CRISIS.COM**

