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magic of Nature

Letter to retailers [M & S, Next, TopShop, ASOS, H&M, Amazon]

To:

SAMPLE

8 October 2018

Dear

Plastic in Halloween Costumes and Clothing

I am writing on behalf of the children and families charity, the Fairyland Trust (www.fairylandtrust.org), to ask [NAME OF COMPANY] to source clothing and costumes not made from oil-based plastic for Halloween in 2019, and end the sale of those made with conventional plastic.

We run events and activities to engage children and families in nature, and are currently encouraging our supporters and visitors to 'The Real Halloween' event not to buy new plastic in their outfits for Halloween this year.

We realise it is too late to do this for 2018 but as you will know, plastic pollution, including from microfibres shed from polyester and other plastics such as nylon and acrylic, along with environmental pollution arising from abandonment or disposal of synthetic textiles, is a huge crisis, meriting urgent action. We urge you to source garments from natural or other alternative textiles such as ligno-cellulosics, and not to use recycled plastic, which perpetuates the plastic pollution problem.

This week we will be publishing a short report on the results of a sample survey we did earlier this year, using site search engines from six online retailers of which [NAME] was one. This revealed that an average 90% of the content of costumes or clothes returned in searched for 'Halloween costume' was plastic.

We are trying to eliminate oil-based plastic from our own operations and urging others in the event industry to do likewise.

Please give this active consideration. We will forward you the report later this week.

Yours sincerely

A handwritten signature in black ink that reads "C. R." followed by a period.

Chris Rose for the Fairyland Trust
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