

**Media Center**[News Releases](#)[Factsheets](#)[Photo Gallery](#)[Publications](#)[PETA TV](#)**News Release:****PAMELA LEE PUTS THE FREEZE ON FUR****PETA's First-Ever Times Square Billboard Busts the Fur Trade****For Immediate Release:**

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New York -- In winters past, PETA has plucked most of its naked poster pinups from fashion runways--this year, the group snagged a superstar from a Malibu beach. None other than Pamela Lee has hung up her Baywatch swimsuit and posed nude in a "blizzard" under the slogan, "Give Fur the Cold Shoulder."

Even though she's now eight-months pregnant, Pamela is flying to New York for Fashion Week to launch her international campaign for PETA on Thursday, November 6:

12:00 noon: Pamela will unveil her anti-fur billboard at Times Square (Southwest corner of 48th and Broadway).

11 p.m. to 1 a.m.: Pamela will cohost PETA's Fashion Week bash at Life (158 Bleeker at Thompson), along with singer Chrissie Hynde of The Pretenders, who'll belt out "I'll Stand by You" for all of the unlucky minks, raccoons, and chinchillas.

Pamela joins Ellen DeGeneres, Bill Maher, Cindy Crawford, Kim Basinger, Paul McCartney, and others who have stripped down or spoken up for the animals.

Why? Because to make fur coats, animals are electrocuted, gassed, or have their necks broken in captivity, or are trapped, drowned, or bludgeoned to death in the wild.

(Broadcast-quality video of stars dissing fur and of animals in traps and on fur farms is available.)

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