

David Zaslav
President, CEO, and Director
TLC Television Networks

Via fax: [REDACTED]

Dear Mr. Zaslav,

On behalf of my friends at PETA and their more than 3 million members and supporters, congratulations on your new show *All-American Muslim*. We were sorry to hear that Lowe's removed its sponsorship because we believe that understanding is the cornerstone of peace. We were, however, deeply disturbed by the awful message sent when one of your stars, Shadia Amen, discarded her husband's dog, who had been the man's constant companion for many years, simply because she has allergies (a challenge many caring people with animals successfully overcome). It was a shatteringly cruel episode with the lessons that lives are expendable and that convenience trumps compassion. Such lessons go against Islamic values.

We would like to show our support of your program and also mitigate the negative message that Ms. Amen sent by offering you a public service announcement (PSA) designed specifically for your show. The PSA will highlight the tenets of Islam that advocate kindness toward animals as shown on our website IslamicConcern.com, a resource for Muslims in America and worldwide.

Many American viewers do not realize that teachings of compassion for animals are tenets of all the major faiths, including Islam. As IslamicConcern.com shows, the Quran teaches that animals are communities and nations unto their own, not mere resources. In fact, on many occasions, the Prophet Muhammad (PBUH) encouraged his followers to treat animals, from the tiniest bird to the long-suffering donkey, with great kindness.

If you like the idea of this PSA, we would like to include words from Muslims who are vegetarians or show their compassion for animals in other ways, including sharing their homes with animals, sharing their own stories, much like the stars of *All-American Muslim*, and explaining why they believe kindness to animals is required by the peaceful tenets of Islam. We think this PSA will fit perfectly with the show's theme.

Thank you for your consideration. We look forward to hearing from you soon.

Sincerely,

Hanif Akhtar
Former President, Pakistan American Business Association



PETA

PEOPLE FOR THE ETHICAL
TREATMENT OF ANIMALS

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TO PROTECTING
THE RIGHTS OF ALL ANIMALS