

# animalkind

Remarkable Discoveries about  
Animals and Revolutionary New Ways  
to Show Them Compassion

Simon & Schuster | On Sale January 7, 2020

"A fascinating look at animal behavior, as well as a treatise against cruelty toward animals...Newkirk and Stone's informative survey effectively nudges readers to think twice about their own use of products sourced, perhaps less than ethically, from the animal kingdom." —**Publishers Weekly**

"After a wide-ranging and enlightening overview of animal wonders, the authors devote several chapters to campaign against cruelty and exploitation...An impassioned plea for preserving animals' lives." —**Kirkus Reviews**

"Newkirk, founder of PETA, teams up with writer Stone to present exciting new findings about the lives of animals with whom we share our planet...Every reader will find a lot to learn here." —**Booklist**

"This is the book to buy, read, and give to others so that everyone finally sees why they should respect and cherish all animals."  
—**Anjelica Huston**

"Animals are our neighbors on this planet—this book shows how we can become better neighbors." —**Alec Baldwin**

"Like me, Ingrid Newkirk believes in protecting all the creatures we love." —**Sir Paul McCartney**

"A fascinating look at animals by authors who clearly care and provide us with ideas we may never have thought of to help animals." —**Lara Prescott, author of *The Secrets We Kept***

"This thought provoking and engaging book will change your view of who other animals are and how you should interact with them in respectful and compassionate ways. *Animalkind* is a much-needed antidote to viewing other animals as second-class citizens and offers a fresh look into the cognitive and emotional lives of other animals. It could be a game-changer."  
—**Marc Bekoff, Ph.D., author of *The Emotional Lives of Animals***

"What *Animalkind* reveals only reinforces my belief that some of the most brilliant individuals you could ever hope to meet have fur, fins or feathers." —**Alan Cumming**

"We share this planet and the same kingdom with the animals and although we feel superior to them, they have senses that far surpass ours. This book shows how much we have to learn from them beginning with compassion, simplicity and unconditional love. It is a must read." —**Dr. Marty Goldstein, author of *The Nature of Animal Healing***

"Buy this book for anyone you know who harbors even the slightest doubt that animals aren't super-clever or that there aren't many ways to help them — because Newkirk and Stone show that animals are, and that you can." —**Edie Falco**

"Humanity's survival depends upon our learning to live in harmony with all other species. The 2nd law of ecology is the law of interdependence. Without bees, phytoplankton, worms and trees we cannot live without dogs, cats, horses, elephants and penguins we cannot be truly happy. We are a part of them as they are a part of us and together we are the planet Earth. Ingrid Newkirk and Gene Stone have done a wonderful service to us all with their stories of kindness and compassion. The book is truly inspiring." —**Captain Paul Watson, Sea Shepherd Conservation Society**

"A resourceful guide...a treasure of greater compassion, integrity and awareness, *Animalkind* is both a moving compendium of animals' remarkable intelligence and emotional complexity, and a manual of all the ways we can stop accepting and contributing to their slaughter and exploitation."  
—**Joy Williams, author of *The Quick and the Dead* and *The Changeling***

"With wisdom and eloquence, Ingrid Newkirk and Gene Stone remind us of what we've always known, but too often forget: animals are deserving of our care." —**Jonathan Safran Foer, author of *We are the Weather***

"This book takes you by the hand and leads you, enchanted, into the wonderful world of diverse animal life."  
—**James Cromwell, Emmy Award winning actor**

"[*Animalkind*] should be required reading for everyone! I urge you to pick it up and embrace its beautiful message of compassion and understanding." —**Mike White, filmmaker, actor, producer**

"Weaving a rich tapestry of heart-touching and inspiring examples of animals' intelligence, playfulness, and emotional complexity, *Animalkind* juxtaposes their plight at human hands, enslaved, abused, and exploited on a massive scale. And yet, Newkirk and Stone adroitly also weave in humor and historical perspective to create a book that is fascinating, instructive, and even-handed. Highly recommended!" —**Dr. Will Tuttle, author of *The World Peace Diet***

###

INGRID NEWKIRK AND GENE STONE

Forty years ago, Ingrid Newkirk founded PETA – the largest animal rights organization in the world. Ever since, she has been an unstoppable force in the animal rights movement. Now, Newkirk joins bestselling author Gene Stone to publish **ANIMALKIND**, a brilliant introduction to the richness of animal lives and the many ways in which all of us can act to prevent harm to animals. Newkirk and Stone explore the wonders of animal life and offer tools for living more kindly toward our neighbors on our shared planet.

We've witnessed awe-inspiring progress since PETA was founded in 1980 – growing consumer demand for vegan products; circus bans around the country and the world; plant-based meat alternatives and lab-cultured "clean meat" that greatly reduce the impact of animal agriculture; major fashion designers rejecting fur in their designs and a vote to ban the sale of fur in California; the EPA's recent decision to move away from requiring potentially harmful chemical testing on animals; the New York City Council passing local legislation that includes banning the sale of foie gras in NYC, protecting wild birds from poaching, creating an official Mayor's Office of Animal Welfare; cities around the US adopting the Meatless Mondays initiative, and so much more. And yet, there is still work to be done to protect animals from needless harm. Whether it's medicine, product testing, entertainment, clothing, or food, better options are available for all of the uses that animals once served in human life.

In the first part of **ANIMALKIND**, Newkirk and Stone illustrate animals' intricate emotions, their sophisticated communication methods, and their stunning intelligence and empathy. How *do* animals communicate? Navigate their environment? Exhibit love, grief, happiness? Newkirk and Stone offer surprising revelations about our fellow living beings:

- Birds have been found to be far more devoted to their romantic partners than humans. While the divorce rate in the U.S. is around 40 to 45 percent, swans, for instance, have a 95 percent rate of staying together for a lifetime.
- Oinks, grunts, and squeals aren't just arbitrary noises made by pigs. More than twenty of these sounds have been identified with specific circumstances, from wooing mates to expressing distress and joy.
- Cows communicate with each other using subtle changes in facial expression; rhinos use a breath language; and frogs have learned to combat street noise by using drain pipes to amplify their calls.
- Chickens form complex pecking orders in which each bird not only understands her ranking, but can recall the faces and ranks of more than one hundred other birds.

The second part of **ANIMALKIND** outlines the exciting new tools that allow humans to create a better world for animals. Newkirk and Stone provide simple ways in which we can all avoid using or abusing animals, focusing on the four fields where animals are most often exploited: medical science, clothing, entertainment, and food. Advances in technology are increasingly able to replace harmful medical experiments on animals, and innovations in animal-free materials have led major fashion designers to take a stand against using real fur. **ANIMALKIND** offers alternatives for all the uses animals once served in our lives, and it includes actionable items that readers can apply in their own lives. Among many improvements, industries and individuals can,

- Substitute faux fleece and apple or grape leather for animal hide and hair.
- Invest in plant-based nutrition as an alternative to artery-clogging animal-based products.
- Spare monkeys a life behind bars in laboratory cages by embracing human cell technology.
- Swap captive orca exhibits and elephant rides for virtual reality and animatronics.

###

#### **ABOUT THE AUTHORS:**

**Ingrid Newkirk**, cofounder of PETA (People for the Ethical Treatment of Animals), is the acclaimed author of *Save the Animals! 101 Things You Can Do*, *Kids Can Save the Animals*, and *The Compassionate Cook*. She lives in Washington, DC.

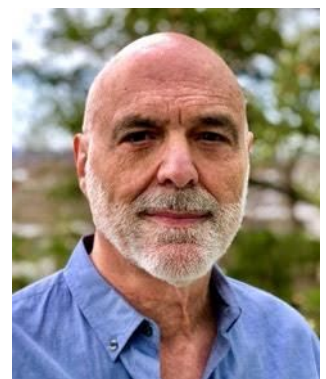
**Gene Stone** has written, cowritten, or ghost-written more than forty-five books on a wide variety of subjects, including the bestsellers *Forks Over Knives*, *How Not to Die*, *Living the Farm Sanctuary Life*, and *The Engine 2 Diet*.



## **ANIMALKIND: Remarkable Discoveries about Animals and Revolutionary New Ways to Show Them Compassion**

**by Ingrid Newkirk and Gene Stone | Simon & Schuster**

**On sale January 7, 2020 | Hardcover ISBN: 9781501198540**



## 40 Years of PETA: An Overview of PETA's Milestones Throughout the Years

When PETA was founded in 1980, fur was considered desirable, researchers were experimenting on chimpanzees in squalid laboratories, pigs were being slammed into walls in car-crash tests, almost every cosmetics company dripped products into rabbits' eyes, and dogs were being shot in military exercises. But PETA's [landmark victories for animals](#)—including the first-ever police raid on a laboratory and convictions for cruelty to animals in the meat industry—as well as the media attention that has accompanied them, have led to a huge change in public attitude since then, and Ingrid Newkirk has been part of it all. Just *some* of PETA's victories from the last 40 years follow:

1980: **PETA is formed** and organizes the first World Day for Laboratory Animals protest in the U.S.

1981: A PETA undercover investigation results in the **first conviction of an experimenter for animal abuse** and the first withdrawal of federal research funds because of cruelty to animals.

1983: PETA gets a U.S. Department of Defense underground “wound lab” shut down and achieves a **permanent ban on shooting dogs and cats in military wound laboratories**.

1985: After PETA publicizes the gross mistreatment of animals at City of Hope in California, the **government suspends more than \$1 million of the laboratory's federal funding**.

1986: As a result of As a result of PETA's campaign, the SEMA research laboratory in Maryland **stops confining chimpanzees to isolation chambers**.

1989: PETA persuades **Avon, Benetton, Mary Kay, Amway, Kenner, Mattel, and Hasbro to stop testing on animals**.

1992: PETA's undercover **investigation into foie gras** production prompts the **first-ever police raid on a factory farm**. PETA convinces many restaurants to stop selling the product.

1993: **All car-crash tests on animals stop worldwide** following PETA's hard-hitting campaign against General Motors' use of live pigs and ferrets in crash tests.

1994: Less than a month after PETA supporters occupy **Calvin Klein's** office in New York—an action that leads to a meeting between the designer and a PETA representative—Klein announces that he will **no longer design with fur**, the **first major fashion designer** to do so.

1995: PETA persuades Mobil, Texaco, Pennzoil, Shell, and other oil companies to **cover their exhaust stacks** after showing how millions of birds and bats have become trapped in them.

1997: A PETA investigation that documented the anal electrocution of foxes leads to the **first-ever guilty plea by a fur rancher to cruelty-to-animals charges**.

1998: PETA succeeds in getting **Taiwan to pass its first-ever law against cruelty to animals** after the group rescues countless dogs from being beaten, starved, electrocuted, and drowned in Taiwan's pounds.

2000: Following the group's investigation, PETA convinces **Gap Inc., J.Crew, Liz Claiborne, Clarks, and Florsheim to boycott leather from India and China**, countries in which leather production causes immense animal suffering.

2002: PETA's efforts lead to the **confiscation of six undernourished polar bears** from a tropical circus, in which they were underfed, whipped, and forced to perform in sweltering temperatures.

2004: PETA persuades **chemical companies** and the **U.S. Environmental Protection Agency to drop plans for numerous painful chemical tests**, sparing tens of thousands of animals.

2005: Following PETA's campaign, **Honda, PUMA, Keds**, and other companies pull their commercials featuring great apes. Several corporations **pledge never to use great apes in advertising in the future**.

2007: After uncovering cruel experiments funded by major beverage manufacturers, PETA convinces **POM Wonderful, PepsiCo, and Coca-Cola to end all animal tests**.

2008: PETA's investigation into Aviagen Turkeys, Inc., part of the self-proclaimed “world's leading poultry breeding company,” reveals that workers tortured, mutilated, and maliciously killed turkeys. Three former employees are indicted on felony cruelty-to-animals charges—the **first felony charges for abusing factory-farmed poultry in U.S. history**—and two become the **first factory farmers to be convicted of abusing turkeys**.

2009: **European Chemicals Agency spares up to 4.5 million animals from toxicity testing** in a massive EU testing program after receiving documentation provided by PETA scientists.

2010: Just one week after PETA releases the results of its shocking undercover investigation into **Professional Laboratory and Research Services** and files a complaint with the USDA, the North Carolina-based contract animal testing facility **surrenders nearly 200 dogs and more than 50 cats and closes its doors**. This is only the **second time in U.S. history that a laboratory has been forced to surrender animals and shut down**.

2012: PETA's exposé documenting that cosmetics companies were secretly paying for tests on animals in **China** and our funding of scientists to train officials there lead to that nation's acceptance, by the end of 2012, of its **first non-animal tests for cosmetics ingredients**.

2013: After hearing from PETA that many sheep used for their wool endure a painful procedure called “mulesing,” in which huge chunks of skin and flesh are cut from their backsides without any painkillers, **more than 50 national and international clothing retailers, including Abercrombie & Fitch, Liz Claiborne, H&M, Kenneth Cole, Perry Ellis International, and Express, state that they will use wool that comes only from nonmulesed sheep, as the industry begins to phase out the cruel practice**.

2014: The first ever undercover investigation into the angora wool industry showed screaming rabbits being tied down and their fur ripped from their bodies, **leading to a ban on its sale by more than 70 companies from around the world including H&M, Calvin Klein, and Tommy Hilfiger**.

2015: Following PETA catching Ringling's abuse of elephants on video, and releasing to the world a former Ringling trainer's photos of the circus's violent baby-elephant training, as well as, 35 years of protests, **Ringling Bros. and Barnum & Bailey Circus announced that in response to growing public concern over “how the animals are treated,” it will end elephant performances by 2018**. The circus ended elephant performances in 2016 and shut down in 2017.

2016: PETA scientists' work with EPA and industry results in **EPA announcement to reduce – and ultimately – eliminate the use of animals in lethal testing** in which animals receive toxic doses of pesticides on their skin and in their eyes as well as being fed or forced to inhale these chemicals.

2018: General Mills **agreed to ban all experiments on animals** for the purpose of making health claims about its foods after talks with PETA about the cruelty of animal studies.

**INGRID NEWKIRK AND GENE STONE**

2019: After 20 years of PETA's protests, campaigns, and dedicated scientific work, **the EPA announces it will stop funding and requesting tests on mammals by 2035** and allocate millions of dollars to fund the development of non-animal test methods.

## Upcoming events for *ANIMALKIND*

<b>New York, NY</b>	<b>Tuesday, January 7</b> 7:00 PM	<b>Barnes &amp; Noble</b> 33 East 17th Street New York, NY 10003
<b>Los Angeles, CA</b>	<b>Saturday, January 25</b> 3:00 PM	<b>Book Soup</b> 8818 Sunset Blvd. West Hollywood, CA 90069
<b>Portland, OR</b>	<b>Monday, January 27</b> 7:30 PM	<b>Powell's Books</b> 1005 W Burnside Street Portland, OR
<b>Seattle, WA</b>	<b>Tuesday, January 28</b> 7:00 PM	<b>Elliott Bay Book Company</b> 1521 Tenth Avenue Seattle, WA 98122
<b>San Francisco, CA</b>	<b>Wednesday, January 29</b> 6:00 PM	<b>Book Passage</b> 1 Ferry Building, #42 San Francisco, CA 94111
<b>Tempe, AZ</b>	<b>Monday, February 3</b> 7:00 PM	<b>Changing Hands Bookstore</b> 6428 South McClintock Drive Tempe, AZ 85283
<b>Atlanta, GA</b>	<b>Monday, February 10</b> 7:00 PM	<b>Jimmy Carter Library &amp; Museum</b> 441 Freedom Parkway Atlanta, GA 30307
<b>Chicago, IL</b>	<b>Wednesday, March 25</b> 6:00 PM	<b>57th Street Books</b> 1301 E. 57th Street Chicago, IL 60637
<b>Norfolk, VA</b>	<b>Monday, March 30</b> 6:00 PM	<b>B&amp;N Tidewater Community College</b> 300 Monticello Avenue Norfolk, VA 23510
<b>Boulder, CO</b>	<b>Tuesday, April 14</b> 7:30 PM	<b>Boulder Book Store</b> 1107 Pearl Street Boulder, CO 80302

Visit PETA on the web at <https://www.peta.org/>

Visit Simon & Schuster on the web at <https://www.simonandschuster.com/>