

Giving Animals a Future



PETA's
augustus
CLUB

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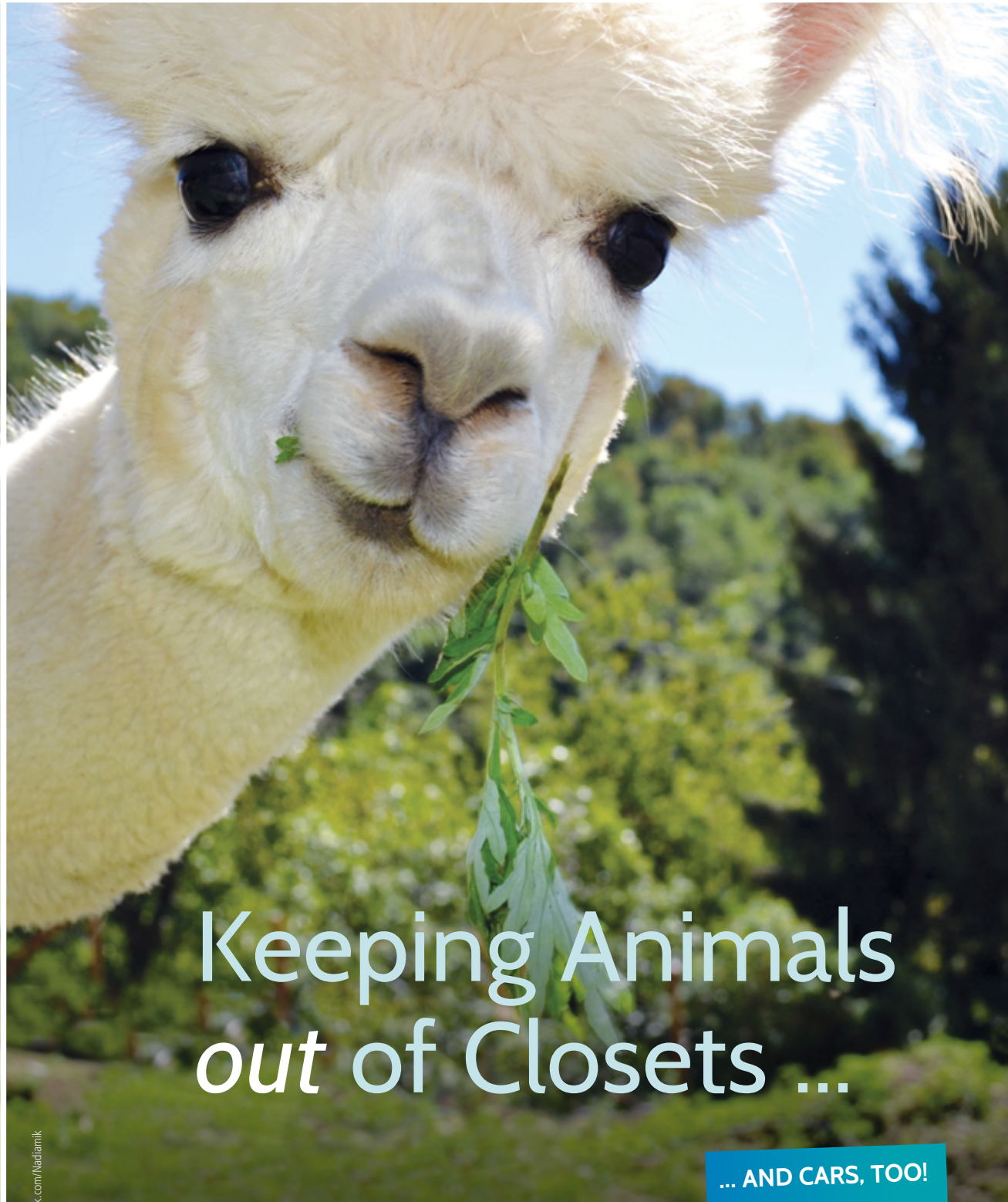
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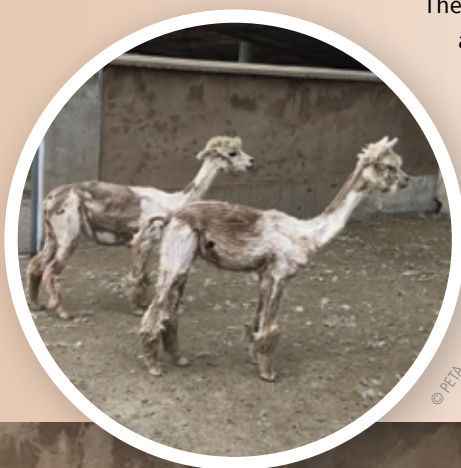
Keeping Animals
out of Closets ...

... AND CARS, TOO!

Skin, Fur, and Feathers Belong on Their Original Owners

Alligators. Alpacas. Badgers. Chinchillas. Cows. Coyotes. Crocodiles. Ducks. Foxes. Geese. Goats. Kangaroos. Lizards. Minks. Ostriches. Rabbits. Sheep. Snakes.

What could all these animals possibly have in common? They're all being helped by PETA's successful campaigns to replace the use of their skin, fur, wool, and feathers in clothing, accessories, car interiors, bedding and other furnishings, shaving and make-up brushes, and even false eyelashes.



The breeding and intensive confinement of these animals is cruel, of course. But if a purely selfish reason to stop these



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practices is needed, it's this: They can also lead to diseases that can be spread to humans. For example, alligators and crocodiles killed for their skin are kept in severely crowded, filthy, dank pools and pits that are breeding grounds for many pathogens, including salmonella, *E. coli*, and West Nile virus. And minks have tested positive for COVID-19 on fur farms in the U.S., the Netherlands, and elsewhere.

You may remember that PETA and our international affiliates decimated the angora industry several years ago. Please read on to learn how we're also shutting down other vile and violent clothing-related industries.

Because we are the only organization in the world conducting major campaigns against the use of angora, cashmere, mohair, leather, wool, exotic skins, and down, you and other Augustus Club members are constantly making it possible for us to break new ground. Thank you for helping us ensure that alligator handbags, feather pillows, and mohair blankets are heading in the same direction as whalebone corsets.

► Advocating for Alpacas

Our landmark investigation into the alpaca fleece trade in Peru (the world's top producer) revealed that workers tie alpacas to devices resembling medieval torture racks and pull hard, nearly wrenching their legs out of their sockets. The animals scream and vomit in fear during the forcible shearing, and many are left with bloody wounds.

As a result of the investigation, numerous companies—including Esprit, Next, Overstock.com, Marks & Spencer, UNIQLO (the world's third-largest clothing retailer), and Valentino—have banned alpaca fleece.

► Butting Heads With the Cashmere and Mohair Industries

Our first-of-its-kind exposé of the cashmere trade in Mongolia and China (which supply 90% of the world's cashmere) revealed that trusting goats cry out in terror as workers pin them down and forcefully shear them or even yank their hair out with sharp metal combs, causing many to incur painful lacerations. Eventually, workers slaughter them in violent ways.

But PETA and our international affiliates have persuaded H&M (the second-largest clothing retailer in the world), ASOS, Australian Fashion Labels, Lochaven of Scotland, Mavi Company, Oasis, One Teaspoon, Onia, Warehouse, and dozens of other companies to ban cashmere.

And in more good news, in the wake of discussions with us, more than 355 brands have banned mohair, including Anthropologie, Banana Republic, Calvin Klein, Gap, H&M, Lacoste, Michael's, Qurate Retail Group (which owns QVC, HSN, and Zulily, among others), Ralph Lauren, Tommy Hilfiger, UNIQLO, and Zara.

This will prevent countless goats from being left cut up and bleeding, as well as trembling and traumatized, after the ordeal of shearing.



These goats were tethered so tightly together by shearers that they can't even move.

► Cruelty: The Antithesis of Luxury

With the help of Augustus Club members, we released the first-ever video exposés of factory farms and slaughterhouses that raise and kill animals for their skin in order to use it in "luxury" handbags and watch bands—including alligators and crocodiles who were crammed together for months or even years in fetid pools and barren concrete pits that stank of their fecal waste. They were killed in absolutely gruesome ways, as were the young, curious ostriches we filmed while workers flipped them upside down and cut their throats.

Following these exposés, numerous companies—including Brooks Brothers, Chanel, Diane von Furstenberg, Jil Sander, VF Corporation labels (such as Eagle Creek, JanSport, The North Face, and others), and Victoria Beckham—banned all exotic skins. (Diane von Furstenberg and VF Corporation also banned angora and fur.) Additionally, we helped stop the sale and importation of certain exotic skins in California.



© Essere Animali

► Fur Is Truly Dead

We hope that you, and all our Augustus Club members, have taken pride in the vital role that you've played in demolishing the fur industry and have enjoyed seeing long-time holdouts—including Burberry, Chanel, Coach, Donatella Versace, Donna Karan, Jean Paul Gaultier, John Galliano, Gucci, the Karl Lagerfeld brand, Michael Kors, and Prada—join the ranks of their fur-free counterparts after years of pressure from PETA.

You've also helped us win additional battles. After years of working with us, the prestigious Parsons School of Design dropped its fur program. We also persuaded Sephora and Velour to ban mink-fur eyelashes, and a PETA-backed bill banning fur sales passed in California.

These victories will prevent so many wild animals from being trapped or raised in intensive confinement and then killed in painful ways just for their fur.



© Robbie LeBlanc



© PETA Asia



► **Giving Animal Abuse the Brush-Off**

Following the release of our eyewitness exposé revealing that badgers confined to cramped wire cages on Chinese farms were beaten with crude instruments, cut open, and left to die, nearly 100 brands banned the use of badger hair in brushes, including Bevel, Bob Ross, Kugo, Morphe, NARS Cosmetics, Procter & Gamble's The Art of Shaving, Royal Brush Manufacturing, Sherwin-Williams, and UncommonGoods.



Photo: Michael Müller

► **The Notion of 'Humane' Wool Is Shear Nonsense**

We and our international affiliates have released 13 eyewitness exposés documenting cruelty to sheep at 116 wool industry operations on four continents. They show, beyond a shadow of a doubt, that workers cut swaths of skin off the hindquarters of lambs, who writhe and cry out in pain, and that even though wool producers claim to use "humane," "responsible," and "sustainable" production methods, the frightened sheep frequently incur bloody wounds and are shoved, punched, jabbed, and kicked.

These exposés have knocked the wool industry back on its heels and resulted in the first-ever convictions of shearers in Australia and Scotland on cruelty-to-animals charges.

As a result, brands such as Alternative Apparel have stopped producing wool items and others, including Avocado Green Mattress, have added vegan options to their previously all-wool lines.

We are also a catalyst for innovation: The student inventors of Woocoa—a vegan wool made from hemp and coconut fibers—won the PETA Prize for Animal-Free Wool at the 2018 Biodesign Challenge. The prize included a weeklong learning experience at designer Stella McCartney's London headquarters.

► **Cow-Friendly Cars**

Perhaps you know that it takes an average of three cows' hides to cover the interior of a standard car—but sometimes, as many as eight cows are used. That's why we're pushing car companies to switch to vegan interiors—and it's working!



As a result of discussions with PETA, Tesla now offers only vegan seats in its models and Ford Motor Company launched its first all-vegan SUV model, as have other car companies. We even persuaded Lyft to remove the leather requirement for its Premier vehicles.

And after conversations with PETA Germany, Volkswagen confirmed that its forthcoming all-electric, zero-emissions models will have a leather-free and wool-free interior option, and Mercedes-Benz has confirmed that its Vision EQS concept car will be leather-free, including the steering wheel.

► **Change Comes as a Result of Consumer Choices**

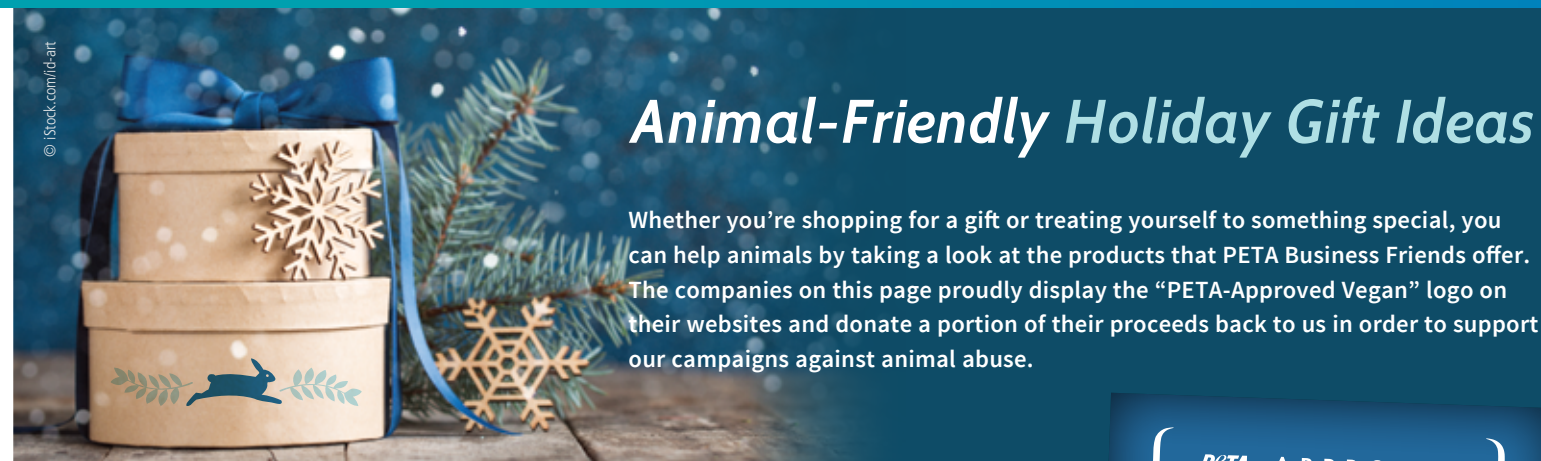
Most importantly, our exposés have motivated consumers to choose animal-friendly fashions—and we make it easy. Our "How to Wear Vegan" online shopping resource can be found at PETA.org/WearVegan and is available 24 hours a day, seven days a week.

And there's more: Over 1,000 apparel companies have begun displaying our "PETA-Approved Vegan" logo in response to the consumer demand for animal-friendly clothing. See page 5 for examples!

► **You Are Our Secret Weapon**

What's wrong with Anthropologie? It continues to sell clothing made using alpaca fleece even though it knows about the violence and suffering that these animals endure in the industry. It clearly understands the importance of leaving animal-derived products out of fashion, because it already banned mohair and angora after discussions with us and it offers soft and stylish vegan knitwear. So making the compassionate decision to ban alpaca fleece should be a no-brainer. Please help us get Anthropologie to stop selling it by calling **1-800-309-2500** and **urging the company to ban alpaca immediately—and please ask others to do the same. A minute on the phone could save an alpaca's life.**

© iStock.com/id-art



Animal-Friendly Holiday Gift Ideas

Whether you're shopping for a gift or treating yourself to something special, you can help animals by taking a look at the products that PETA Business Friends offer. The companies on this page proudly display the "PETA-Approved Vegan" logo on their websites and donate a portion of their proceeds back to us in order to support our campaigns against animal abuse.



© Sacha Cohen

Looking for a puffer coat for someone on your list? The stylish and cozy synthetic-down options from Noize leave ducks and geese in peace. NoizeOriginal.com



© Good Guys Don't Wear Leather/Mayra Zairagoza

Faux-suede desert boots and "buckskin" oxfords are no skin off anyone's back. And the company's name says it all: Good Guys Don't Wear Leather. GoodGuysDontWearLeather.com



© PAWJ

Real sheepskin makes us say, "Ugh!" That's why we love these vegan shearing boots from PAWJ. PAWJCalifornia.com



© GUNAS New York

For gorgeous handbags that are alligator- and ostrich-free, Prada's got nada on GUNAS, whose slogan is "Ethical Luxury." GUNASTheBrand.com



For more cruelty-free products, visit PETAMall.com. From car seats for dogs to vegan meals delivered to your door, the PETA Mall's got it all!

Give a Doghouse in Honor of a Loved One

Your donation of \$265 will help give an "outdoor dog" some desperately needed protection from the rain, wind, snow, and sweltering heat. A personalized e-card will let the recipients know that this wonderful gift was made in their honor. PETAPresents.com

The Gift of Knowledge

In the last few decades, a wealth of information has emerged regarding who animals are: intelligent, sentient, and empathetic individuals. In *Animalkind*, PETA President and Founder Ingrid Newkirk and bestselling author Gene Stone explore a multitude of reasons why our fellow living beings deserve our respect and suggest steps that every reader can take to put this into action. PETA.org/Animalkind



Animals Are Wondrous: Ducks

In nature, ducks live for up to 10 years. They spend much of their time performing impressive feats of navigation while soaring hundreds of miles through the air in formation at speeds of up to 60 miles per hour.

According to a study published in the journal *Science*, ducks display a remarkable ability to engage in abstract thought, often associated only with primates and other animals considered highly intelligent. They can understand concepts like “same” and “different,” remember them, and apply them to objects that they’ve never seen before with no social cues or training whatsoever.

These outgoing animals feel most at ease when they’re on the water in large groups called “paddlings.” They sleep with their paddling-mates at night and communicate with each other through body language and vocalizations.

Researchers at Middlesex University London reported that ducks even have regional accents, just as humans do. The scientists found that city ducks have a quack like a “shout” so that other birds can hear them above the hustle and bustle, while country ducks have softer voices.

Like all animals, ducks deserve our respect and compassion. Yet they are exploited in almost every conceivable way. Read on to learn how we’re working to stop their abuse.



Herman



Harry and Houdini

Ducks have no better friend than PETA, particularly since we launched our campaign against the use of down—the first of its kind in the animal-protection movement. Our victories so far have spared countless animals the ordeal of being tightly restrained as their feathers are yanked out by the fistful.

Following discussions with PETA, clothing retailer Napapijri went down-free; Coleman stopped using down in its sleeping bags and other outdoor gear; online retailer Haband stopped selling all down products; Williams Sonoma and its subsidiaries Pottery Barn and west elm began to offer synthetic alternatives, as did Restoration Hardware and Crate & Barrel and its sister store CB2; Bed Bath & Beyond added even more down-free options; Marriott reduced its use of down bedding by 50%; Marriott brands Moxy Hotels and AC Hotels banned down altogether; and 1 Hotels committed to featuring exclusively down-free bedding in its future hotels.

Even though ducks aren’t the first animals who come to mind when picturing those used in laboratories, they are used in animal testing—but your support is helping us stop that. For example, thanks to research by our scientists and those at the U.S. Environmental Protection Agency, *hundreds of ducks each year* will be spared tests in which they would have been fed pesticide-laced food day after day and then finally killed.

Another way that humans inflict suffering on ducks is by using them in the production of foie gras. Two PETA undercover investigations into foie gras farms owned by Palmex, Inc., and Hudson Valley Foie Gras revealed that steel tubes were shoved down ducks’ throats and they were force-fed huge amounts of grain until their livers swelled to up to 10 times their normal size.

With this evidence, we and our affiliates have persuaded dozens of notable companies and establishments around the world to stop selling foie gras—including American Airlines, Royal Caribbean Cruises’ Celebrity Cruises, Amazon.de, and Four Seasons Hotel Mumbai. We also helped get the sale of foie gras banned in New York City.

Of course, ducks’ liver is just one of their body parts that people eat—their flesh is also sold for human consumption. And they’re among the many live animals for sale in “wet markets” around the world, including in the U.S.

This year, we released exposés of wet markets in six countries that showed floors slick with blood, guts, and fetid water and frightened ducks and other animals being held in feces-strewn cages—conditions that provide the perfect breeding grounds for diseases such as SARS, MERS, swine flu, avian flu, and COVID-19. We’re pushing hard to persuade the World Health Organization to ban live-animal markets and urging consumers to keep animal-derived products off their plates.



We help our feathered friends in other ways as well. Our Community Animal Project fieldworkers regularly come to the aid of ducks, including rescuing more than two dozen who were covered with oil after a fuel spill in Portsmouth, Virginia.

Other ducks whose stories have had happy endings after our fieldworkers rescued them include Harry and Houdini, who went from living in a filthy crate to soaking up the sun on a beautiful vegetarian farm, and Herman, who was trapped alone inside a rusty cage with no water for swimming or bathing. He now has a new home, where he swims every day with another duck, who has become his best friend.

When our Animal Rescue Team is asked to help an animal, it never *ducks* the request: The answer is always “Yes!”

Our caseworkers have helped callers all over the country get injured ducks to wildlife rehabilitators, worked with homeowners associations to modify drainage systems so that ducklings would no longer become fatally trapped in them, persuaded officials in numerous cities to install duck ramps in steep-sided ponds to prevent ducklings from drowning, and worked with first responders to reunite frantic mother ducks with their ducklings who were stuck in storm drains.

We think our Augustus Club members are just *ducky* for making all this progress possible!



Amplifying Your Impact for Animals: Now and in the Future

We want to extend our very deepest appreciation to the 670 Augustus Club members who recently participated in PETA's Legacy Challenge initiative. Each of you, by sharing the details of the legacy gift that you plan to leave to PETA in your will or trust or by beneficiary designation, unlocked an immediate donation of up to \$5,000 from the Legacy Challenge Fund.

As all of our Augustus Club members know, legacy gifts planned with generosity and foresight play a critical role in sustaining PETA's work to create a more compassionate world. Our efforts today would simply not be possible without our incomparable Augustus Club. Through the Legacy Challenge, you amplified your impact on the future by making a difference for animals today. Combined, you unlocked over \$2.5 million to be put to work immediately to strengthen our programs that give *all* animals the chance to experience life as it was intended: free from cruelty, exploitation, and neglect.



**Amy Hanley,
Legacy Challenge Participant**

"Although adding PETA as a life insurance beneficiary can be done anonymously, I want the world to know that my legacy is to care for all creatures!"



**Dahvia and Sean Lynch,
Legacy Challenge Participants**

"It gives us peace of mind to know that our commitment to PETA will continue to work for animals long after we are gone."



Don't Miss PETA's Spectacular Virtual *40th Anniversary and Holiday Party*

Celebrate our bold work to save animals by singing, dancing, dining, and laughing along from home with over 1,000 fellow revelers and revolutionaries as well as surprise guests! There will be a virtual gift suite and spectacular items up for auction. Plus, those supporting our work through sponsorship gifts will receive additional sensational benefits—some will even receive gift boxes before the event. So get in the holiday spirit, grab a drink, and ensure that your computer is fully charged so you won't miss a minute of the festivities commemorating PETA's 40 years of creating change and forging a future free of speciesism.

Visit [PETA.org/Party](https://peta.org/Party) to learn more and get your advance tickets now.

Date: Saturday, December 12

Time: 8 p.m. ET/5 p.m. PT