

Giving Animals a Future Through Life Insurance



Augustus Club member June Carter and Misty

One of the easiest and most affordable ways in which you can support PETA's work is by making a gift of life insurance.

A common way to do this is to make PETA a beneficiary of an already existing or new policy. All that you need to do is fill out a beneficiary designation form, available from your insurance company. Most forms will simply require PETA's full name, People for the Ethical Treatment of Animals Inc.; our permanent address, P.O. Box 42516, Washington, DC 20015; our federal tax identification number, 52-1218336; and our relationship to the policyholder, "charity." Upon your death, PETA will be paid the proceeds of the policy immediately.

Another option is to make PETA the irrevocable owner and beneficiary

of an existing or new life insurance policy—this is a great solution for "obsolete" or excess coverage that you may have. This may entitle you to a tax deduction for any future premiums, and if you donate an already existing policy, you may be able to deduct an amount equal to the policy's approximate cash value. As always, we recommend that you speak to your tax adviser or accountant before making your gift.

You can also donate all or a portion of any group-term insurance coverage that you may receive from your employer. Although this coverage is provided free by your employer, you, as the employee, must pay income tax on the cost of the coverage in excess of \$50,000. You can avoid paying this tax by naming PETA the "irrevocable beneficiary" of coverage that exceeds \$50,000 for the entire taxable year. By doing so, you can help animals at no cost and with a possible tax savings.

Here's a great real-life example: Augustus Club member June Carter recently made a gift to animals by naming PETA the owner and beneficiary of her current life insurance policy. For the last 30 years, June has been deeply involved in helping animals, not only in her local community—where she has been involved with her county's humane society and has personally rescued many animals, including a loving dog, Misty, who now lives with her and her husband, Mike—but also through her support of PETA.

"I decided that turning over an insurance policy to PETA was a small way to help PETA continue its excellent work in the future."

"From the very beginning of PETA's efforts," says June, "I firmly believed that definitely and daily the world is being changed for the better for hundreds of thousands of animals because of its amazing efforts and results. I decided that turning over an insurance policy to PETA was a small way to help PETA continue its excellent work in the future. Additionally, my air travel insurance policies always have PETA as the beneficiary. I know that PETA will continue to help animals after I am gone, and using my insurance policies is another convenient and productive way to assist PETA in its truly unique, life-saving work!"

For more information about making a gift of life insurance or other planned-giving options, please contact Tim Enstice, PETA's planned-giving manager, at 757-962-8213 or at TimE@petaf.org.

Your Special Ones

Animals You Have Saved



Patti-Cat and Babe
Myrtle Sprague

Best friends Patti-cat and Babe landed on Cloud Nine in British Columbia. Patti-cat (left) was about a year old and in heat when Myrtle Sprague rescued her in 1998 from a life spent beside a Dumpster. Two years later, Myrtle adopted Babe when he was just 6 weeks old. Patti-cat immediately took over the role of mother, and to her, Babe can do no wrong. The animals thoroughly enjoy their floor-to-ceiling cat post and their tunnel and love snuggling up together, listening to music, and watching

the squirrels from the window ledge. They have heaps of fun chasing each other around the house. Myrtle writes, "I would never again have just one cat. ... I can't imagine life without them."

Ampersand
Brenda Russell

Ampersand, or "Sandy," a feisty Pomeranian, is a lucky dog. Last spring while pulling weeds in her back yard, Augustus Club member Brenda Russell noticed that Sandy was running across the parking lot of the adjacent doughnut shop. Brenda raced to intercept her before she tried to cross the busy street.

Efforts to find the dog's home proved fruitless, so Brenda made her a part of the family. Sandy, who is estimated to be well over 10 years old, is energetic and alert in her golden years. She loves to ride in the car and romp on the beach, and any squirrel who touches down in the yard or any cat who ventures into it is swiftly made to retreat! If Brenda sits down with a book, it's seldom long before a ball of fluff lands in her lap and a tiny nose is thrust into her hand. "I may never know where she came from," remarks Brenda, "but her home now is here; she and I belong to one another."



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we contacted them, they have implemented a policy banning any events that use animals!

Because of the commitment that you have made through PETA's Augustus Club, we will be winning even more victories for animals in the years to come.

Ingrid

Send photos of your animal companions to us at PETA, Augustus Club, 501 Front St., Norfolk, VA 23510. Please remember to enclose the following things:

- A note giving us permission to use the picture in the newsletter
- Your animal's name and age
- The story of how you came to care for this individual and something about his or her personality and activities

If you would like to have your name printed, please state this in your letter or note. Otherwise, to protect your privacy, we will not print your name.

PETA's Gift & Estate Planning Club

Augustus Club



Ingrid's message

That's Entertainment?

As you know, PETA's motto is "Animals are not ours to eat, wear, experiment on, or use for entertainment."

In this issue, we give you a look inside our Captive Animals & Entertainment Issues Department (CAEI). Of course, we target major venues where animals are exhibited or forced to perform, such as zoos, circuses, and rodeos. But there are myriad other ways in which animals are used for human amusement.

For example, the University of New Mexico wanted to use a real wolf as a mascot, thinking that the sight of the "real McCoy" on the field would get the crowd cheering. We asked the school's officials to consider how a wild animal who naturally shuns human contact would feel when surrounded by a roaring crowd. We explained that wolves are pack animals who have strong social bonds and that a wolf

would be miserable living without the company of other wolves. The school decided not to use a live wolf as its mascot!

And then there are all the promotional gimmicks that we hear about.

For instance, a gas-station owner in North Carolina created his own version of the Times Square New Year's Eve ball drop. The "joke" was that instead of lowering a ball, he lowered a live opossum! Can you imagine how terrifying it would be to a reclusive animal to be suspended high in the air above a crowd of rowdy, drunken people, with no means of escape?

And this one takes the cake: An owner of a bar in Louisville, Kentucky, was preparing to create a dance floor made of Plexiglas, below which would be live alligators! Apart from the fact that the alligators would be denied

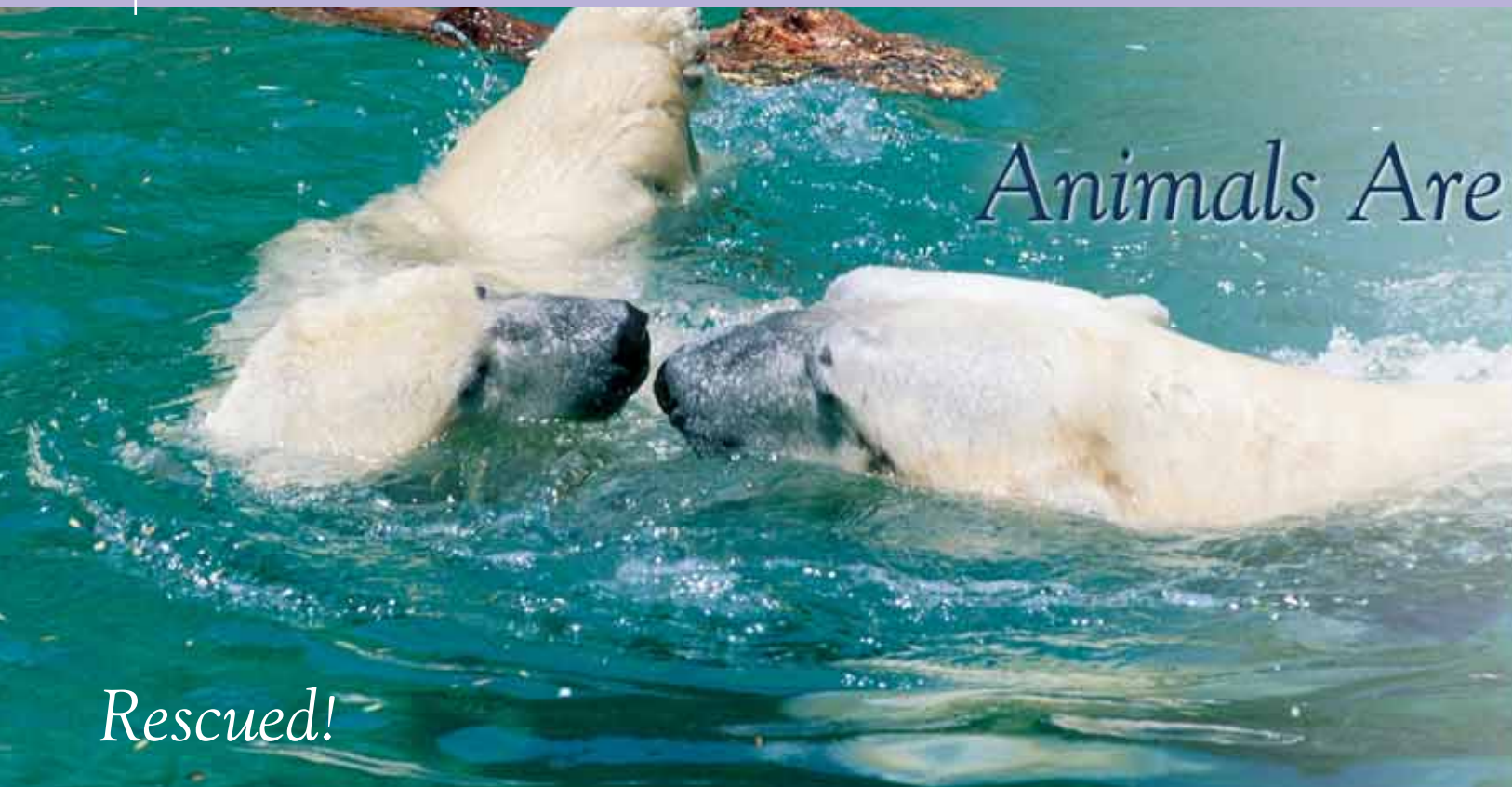
everything natural and important to them, the throbbing dance music and pounding feet would make these vibration-sensitive animals insane.

I'm pleased to say that we succeeded in stopping both gimmicks.

Our entertainment caseworkers receive calls every day about such abusive events as "donkey basketball," goldfish-swallowing, greased-pig-catching, and chicken-roping contests, and more. They immediately contact the school, business owner, church, city council, or other party who is sponsoring the atrocity. We have a tremendous success rate! We get these events stopped and persuade people to switch to other stunts that don't involve animals, such as dunk tanks, soap-box derbies, and other cruelty-free alternatives.

Often, we receive letters from event organizers telling us that since

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Rescued!

When PETA was founded, it seemed that corporate sponsors blazed their logos on every circus program and T-shirt. Local service organizations like the Lions Clubs or the Kiwanis would bring a circus to town as a way to raise money.

Well, now, giant corporations like **General Mills, Sears, Ford, MasterCard,** and even **Burger King** have all refused to sponsor circuses because CAEI explained to them exactly how circuses abuse animals. In fact, the **Lions Clubs'** and **Kiwanis'** headquarters have advised their organizations to avoid using circuses in the future.

CAEI staff members must overcome the ignorance and thoughtlessness that allow people to believe that it's acceptable to force apes and other animals to perform in movies and commercials under the threat of receiving an electric shock, to let animals languish in roadside zoos, and so on.

Through diligent research, quick action, and creative campaigns, CAEI has stopped many of these practices, sparing countless animals tremendous amounts of suffering and distress. And leading the charge is Debbie Leahy, the director of CAEI.

When asked what has been the most rewarding time in her career so far, Debbie describes PETA's campaign against the Suarez Bros. Circus.

Interested as a teenager in animal welfare, Debbie learned everything that she could about animals and became increasingly active in the Chicago area. In 1993, Debbie started

a group and was successful in helping animals abused in entertainment, getting elephant rides canceled and persuading local businesses to stop sponsoring circuses.

Debbie was also responsible for convincing a chain of five Ace Hardware Stores to close down displays of solitary monkeys, whom she then delivered to a sanctuary. Debbie rescued a baboon, an Arctic fox, a river otter, a bobcat, and a Japanese snow macaque from a roadside zoo after pressuring the U.S. Department of Agriculture (USDA) to revoke the facility's license.

We began to work with her regularly, and that led to Debbie's coming to work for PETA full-time in 1999.

When asked what has been the most rewarding time in her career so far, Debbie describes PETA's campaign against the Suarez Bros. Circus. This circus toured tropical areas such as Mexico and Central and South

Animals Are Not Ours to Use for Entertainment

CAEI—Making Dreams Come True for Animals

America with, believe it or not, performing polar bears. These bears, accustomed to living in cold weather, sweltered in the tropical heat, were thin as rails, and were beaten to make them perform. PETA was able to get all of them confiscated by the U.S. government and placed in approved facilities.

Debbie made a point of becoming friends with the keepers at the zoos where the bears were placed and was invited to visit all the bears' new homes and to watch as they happily dove into cool water and played. She followed the bears' progress as they experienced snow for the first time since their capture.

Many other animals have seen wonderful changes in their lives as well, thanks to our staff members. For example, eight elephants who just a year ago were in the grasp of millionaire John Cuneo's Hawthorn Corporation in Illinois are now living in a beautiful sanctuary.

Cuneo supplied elephants to Shrine Circuses and others. These

elephants spent much of their lives at Hawthorn, where they were beaten and neglected and lost several of their companions to tuberculosis. Our undercover video shows that the elephants were chained in Hawthorn's dungeon-like barn and swayed neurotically.

We provided evidence of the abuse to the USDA and succeeded in getting the agency to file charges against Hawthorn for multiple violations of federal law and Debbie was subpoenaed to testify against Hawthorn in court. Cuneo settled the case, admitting guilt, paying a hefty fine, and, best of all, relinquishing custody of the elephants.

Now, thanks to PETA's persistence, Cuneo is out of the elephant business for good. Lottie, Minnie, Queenie, Liz, Frieda, Ronnie, Debbie, and Billie were transferred to The Elephant Sanctuary in Tennessee earlier this year, joining Misty and Delhi, who were previously moved from Hawthorn. Now the elephants wander hills and forests, scratch their

backs against trees, bathe in ponds, and receive medical care.

Our undercover investigations have revealed how elephants are "trained" behind the scenes—with bullhooks and electric shocks. Because elephants' skin is easily injured, circus workers use a gray powder called "Wonder Dust" to cover up wounds so that the public won't see them.

As a result of complaints filed by PETA, the USDA now has four open investigations into Ringling Bros. and Barnum & Bailey Circus. Through our efforts to monitor Ringling's three traveling units, we have recently captured yet another trainer on video abusively hooking elephants. We are also calling for two of Ringling's elephants who are crippled with painful arthritis to be taken off the road.

CAEI is addressing the problems that elephants face in zoos too. We vigorously fought efforts by the San Diego Wild Animal Park to capture and import 11 wild African elephants. When we learned that the facility

intended to dump its older, unwanted elephants at Chicago's Lincoln Park Zoo, we warned that the Lincoln Park Zoo's cramped exhibit and Chicago's bitterly cold winters would mean a death sentence for these animals. Lincoln Park Zoo took them anyway, and within two years, all three elephants were dead.

Because we were determined not to let the deaths of Peaches, Wankie, and Tatima be in vain, we met with Chicago City Council members and succeeded in getting an elephant protection ordinance introduced that will establish minimum space requirements for these animals and that will ban the use of bullhooks and chaining. We brought in elephant experts from around the world, and we're creating a video of their testimony in order to assist activists elsewhere who are working on elephant issues.

We have also met with officials in Los Angeles and were called upon by the Los Angeles Mayor's Office to provide information in support of efforts to close the local zoo's elephant exhibit.

Debbie and her staff are having an impact on the film, television, and advertising industries as well, through our campaign to get great apes out of entertainment.

Recently, we contacted the Internet company Yahoo! regarding its promotional stunt in a Manhattan park

in which passersby could "compete" against chimpanzees. As a result of the information that we provided, the company has a new policy against using great apes. "Yahoo," indeed!

After hearing from us about the intense physical and psychological abuse that is suffered by apes when they are torn away from their mothers as babies to be "trained" to perform, **Honda, PUMA, Keds,** furniture chain **HomeUSA Warehouse,** and two auto dealerships pulled their commercials featuring great apes off the air, and **NBC's Passions** did away with its orangutan character.

There are lots of other victories to share! For example, a hideous traveling primate exhibit called "Baboon Lagoon" that was forcing baboons to perform stunts and live in intensive confinement is now out of business after we campaigned against it.

And you may be aware of our undercover investigation of the Amarillo Wildlife Refuge—a shoddy, filthy roadside zoo in Texas masquerading as a sanctuary that was confining chimpanzees and other exotic animals to barren isolation. Following our exposé, the federal government launched an investigation, and the owner was indicted on felony counts of illegal trafficking in endangered animals.

For more CAEI victories, please visit PETA.org/about.



CAEI Director Debbie Leahy holding a bullhook

© Jeff Scortino Photography

We want to build on these successes, and we have big plans to do just that in the coming years:

We want every elephant out of every circus and zoo.

We want major cities to follow the lead of Hollywood, Florida, and Takoma Park, Maryland, which have enacted laws against traveling animal shows and exhibits.

We want to secure agreements from the film and television industries that they will never again use great apes.

We want tigers and other wild animals to be taken out of private hands, backyard menageries, and traveling zoos.

We want to shut down pseudo-sanctuaries that breed, buy, and sell exotic animals and that warehouse them in small cages.

We want to instill the fear that PETA will come calling in any zoo that thinks it's OK to capture animals and subject them to a miserable life of solitary confinement.

These may seem like pipe dreams, but given the progress that Debbie and her tireless staff have made, we know that we will make these dreams come true.

