Augustus Club Members in Action

Elli Ambrose and Keith Braaschke

When Keith and Elli embarked on an adventure of a lifetime last fall, they made sure that PETA was there. Mt. Kilimanjaro called the “Roof of Africa” is the highest free-standing mountain in the world—a magnificent 19,340 feet high. Elli and Keith climbed this majestic mountain and proudly took PETA to the summit with them.

They spent eight grueling days climbing deep steep terrain—through rain forest, scrublands, high desert, and snow and ice—and sleeping in freezing temperatures in tents, battling altitude sickness. They finally reached the summit at sunrise, proudly displaying a PETA banner and promoting animal rights on the roof of Africa as they basked at the breathtaking mountain views and glared, and vast.

Keith, a retired helicopter pilot and current safety officer with the Augustus Club, proudly mentioned in our Augustus Club newsletter that they had made sure that PETA was there. Mt. Kilimanjaro, called the “Roof of Africa,” made sure that PETA was there. Mt. Kilimanjaro called the “Roof of Africa,” made sure that PETA was there. Mt. Kilimanjaro called the “Roof of Africa,” made sure that PETA was there.

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Elli explained to us that she and Keith wanted PETA to be included in their journey because of a shared belief in animal rights and a passion for animals and being part of a club that is dedicated to fighting the abuse of animals and promoting the ethical treatment of animals all over the world.

Elli and Keith completed their departure with a six-day walk pleased to view a diversity of animals in their natural environment. We’re proud of them for their accomplishment and for bringing the message of animal rights all the way to the peak of Kilimanjaro.

Melissa and Rhett Winn

All of us here at PETA would like to extend our joy and best wishes to Melissa and Rhett on their wedding the past October.

We would also like to send our love to Bella who joined them in the ceremony. Not being one to let a good opportunity go to waste, Melissa and Rhett decided to have their tummy rubbed while Melissa and Rhett were at the altar. Melissa of course obliged rubbing her with her hand and then Melissa and Rhett were exchanging vows.

In fact, Melissa says that it was Bella who introduced her to the world of animal rights. She had been impressed by Melissa’s sympathy for all animals, and within eight months of meeting Melissa, Bella made the decision to become a vegan.

Completing the circle, Rhett was on the verge of a vegetarian at when he met Melissa. Coming to know Melissa and Bella was the final step for him, and within one week, Rhett had committed to a vegetarian lifestyle.

Melissa and Rhett rescue, foster, and find homes for animals, and Bella is joined in their home by two rescue cats, Choo-Choo and Argo. Their dream is to open a sanctuary and run a shelter for animals. In the meantime, they are active for animals and share their good fortune with them. Twice now, they have sold a house and donated a large portion of the proceeds to PETA.

I don’t have words to express the admiration and gratitude I have for Melissa and Rhett and the incredible progress they have made. Melissa’s love for all animals is matched only by Melissa’s love for all animals.

Tiger • Marylou and Ken Austin

Tiger’s introduction into the world was not an easy one. She and her six siblings were born in a turgid sack and thrown off a cliff when they were 8 weeks old. When the bag hit the ground, the siblings were on top and therefore survived the three other pups were not lucky.

Tiger’s like has taken a 180-degree turn now that she shares her life with Marylou and Ken. She goes for numerous daily walks in the vast, unending land of illustrations—she spends her time romping around her 10 acres, playing in the water hole, playing catch (her favorite toy is a special receptacle) leaping and doing for marks.

Tiger is Marylou and Ken’s best friend and “child,” says Marylou. They have been tiger for every room because she loves her alone time, and their trunk’s license-plate frame reads, “Tiger’s Expensive Dog Bed.” Since then the tiger has traveled everywhere. Says Marylou, “She is truly our Princess Tiger.”

Velvet • Patricia Panitz

Velvet was 7 when Patricia found him in an animal shelter—or should we say, when Patricia found Velvet. Patricia tells us, “When I looked into his eyes, I gave me a fortuitous look, then stood up, shook himself, and looked at me as if to say, ‘We’re cool!’”

We now have Velvet’s permission to use the photo in the newsletter. Your name and address Your animal’s name and age The story of how you came to care for this animal and something about his or her unique personality and favorite 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.

Thank you!

We invite you to send photos of your animal companions to us at PETA, Augustus Club, 501 Front St., Suite 200, Norfolk, VA 23510. Please remember to enclose the following:

• A note giving permission to use the photo in the newsletter.

Your Special Ones Animals You Have Saved

We have so much to tell you in this issue because, with the help of the Augustus Club’s efforts in 2006 in behalf of animals were hugely successful.

As you know, PETA is the leader in all the animal protection movements. For example, our undercover investigations are unparalleled and have done more to combat “institutionalized” animal abuse than any other tactic in the history of the animal protection movement. We are also the only group that uses the news of how people’s everyday choices can either hurt or help animals.

But there is another area in which PETA is at the forefront: working with the news of how people’s everyday choices can either hurt or help animals.

And, of course, we are unapologetic in recruiting celebrities to attract attention to animal issues. Without exception, this technique has proved to be the most effective and means of drawing the media’s attention to the plight of animals and reaching the widest possible audience with the news of how people’s everyday choices can either hurt or help animals.

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The Good News Keeps Coming, and We Have You to Thank!

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Kids Are Taking the Message to the Streets

A Brighter Future for Animals Lies Ahead With the Next Generation

One of the most critical strategies for ensuring a leader future for animals is to show young people how their decisions affect other beings.

From toddlers to the teen years, young people are bombarded every day with messages appealing to their curiosity and offering a glimpse at the exciting world stretching out before them. Most of these messages are designed to get young people interested in advertising them.

We have garnered the largest youth membership of any animal advocacy group in the world. Our outreach programs include engaging youth in a variety of activities:

- PETA targeted store or restaurant, promoting the circus, creating an educational display at a library and other animal-friendly venues
- Our team tours with the bands, living on the road for months and setting up a table each performance at major venues.
- On the streets, we become PETA fans and their best friends. Best of all, during their performances, several bands make announcements directing kids to our booth. Once young people have heard about PETA, they are drawn to our booth and want to know more about it.

As a result, there are often huge lines of young people clamoring to get to our booth to learn more about animal rights. All of our outreach efforts appeared late last year with the publication of “You’re Not Going to Believe It!”, a book about the lives of animals.

At the table, we listen to kids’ questions, answer their concerns, and encourage them to sign our Petition of the Week or to take one of our free-moving items such as fur pom-poms on purses, we mobilized the PETA Street Team to set up in front of the store and get the company to go fur-free.

In addition to youth outreach stations at concerts, we have been engaging teen-agers across the country to help us go fur-free, as well as many others who have since instituted or asked stores to let us know that they have clout. For instance, when we learned that a popular clothing store was selling fur pom-poms, we’

The PETA Mall: Your Community Your Cause Why do the mall to which you have driven into have prices for children’s fur pom-poms on purses, we mobilized the PETA Street Team to set up in front of the store and get the company to go fur-free.

Another working fact of PETA’s youth outreach efforts appeared late last year with the publication of “You’re Not Going to Believe It!”, a book about the lives of animals.

PETA Business Friends

PETA Business Friends is an innovative partnership with leading companies that want to assist in PETA’s groundbreaking work to stop animal abuse and suffering.

Save Animals

Stay in touch with your friends and family and support PETA’s public education efforts and cruelty investigations at the same time with PETA Partner Programs. Visit PETA.org/feat/affinity to sign up for long-distance, Internet, and wireless plans and see Visa credit cards that give back to animals.

PETA’s E-News:

Stay Informed! Visit PETA.org/feat/affinity for the latest online features, campaigns updates, contests, and more.

With PETA’s catalog, mall, and other services, cruelty-free products and services are just a mouse click away. Sign up ahead of the rush and feel good about helping animals at the same time.

Flabbergasting Facts

- Did you know that you can have marshmallows for your hot cocoa, or looking high and low for leather-free stilettos, living—and shopping—cruelty-free is easier than ever before?

Cruelty-free products, companies, and services are springing up everywhere, as more and more people refuse to buy anything that has been chopped off into rabbits’ eyes, wear sweaters made from cruelly obtained wool, or donate to health care providers who use cruelly obtained products.

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