

You Are PETA

Augustus Club Members in Action

Elli Ambros and Keith Braesicke

When Elli and Keith 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 19,400 feet high. Elli and Keith climbed this majestic mountain and proudly took PETA to the summit with them.

They spent eight grueling days climbing steep terrain—through rain forest, scrublands, high desert, and rock and scree—and sleeping in frigid temperatures in tents, battling altitude (and other) sickness. They finally reached the summit at sunrise, proudly displaying a PETA banner and promoting animal rights on the Roof of Africa as they marveled at the breathtaking scenery, magnificent glaciers, and vast view.

Keith, a retired helicopter pilot and current safety officer with the Golden Knights parachute team,

and Elli, an academic counselor, are no strangers to adventure. They spend their leisure time traveling, exploring new cultures, keeping physically fit, and, of course, promoting animal rights and enjoying the company of their three cats.

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 equality for all beings and because of PETA's reputation and dedication to fighting the abuse of animals and promoting the ethical treatment of animals all over the world.

Elli and Keith completed their journey with a six-day safari, 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 marriage this 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, Bella insisted on having her tummy rubbed while Melissa and Rhett were at the

altar. Melissa of course obliged, rubbing her with her bare foot while she and Rhett were exchanging vows.

In fact, Melissa says that it was Bella who introduced her to the world of animal rights. Bella is a rescued dog, and Melissa immediately fell in love with her. That love intensified Melissa's sympathy for all animals, and within eight months of meeting Bella, Melissa made the decision to become a vegan.

Completing the circle, Rhett was on the verge of becoming a vegetarian 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 rescued cats, Peaches and Angel. Their dream is to open a sanctuary and name it after Bella. 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 the inspired work PETA does," says Melissa. "I thank God every day for all that PETA does to right the wrongs, educate to enlighten, and spread its compassionate touch to others."

Your Special Ones

Animals You Have Saved

Tigger | Maryanne and Ken Austin

Tigger's introduction into this world was not an easy one. She and her six siblings were tied in a burlap sack and thrown off a cliff when they were 4 weeks old. When the bag hit the ground, Tigger and three of her siblings were on top and therefore survived; the three other pups were not so lucky.

Tigger's life has taken a 180-degree turn, now that she shares her life with Maryanne and Ken. She goes for numerous daily walks and has a life of outdoor living—she spends her time romping around her 10 acres, playing in the water, hiking, playing catch (her favorite toy is her special racquetball), kayaking, and diving for rocks.

Tigger is Maryanne and Ken's best friend and "child," says Maryanne. They have beds for her in every room because she loves her alone time, and their truck's license-plate frame reads, "Tigger's Expensive Dog Bed," since she travels with them everywhere. Says Maryanne, "She is truly our Princess Tigger!"

Velvet | Patricia Panitz

Velvet was 7 when Patricia found him in an animal shelter—or should we say, when Velvet found Patricia. As Patricia tells us, "When I looked into his cage, he gave me a forthright look, then stood up, shook himself, and looked at me as if to say, 'Well, I'm ready to go.'"

Now in Patricia's loving home, Velvet gets along famously the other two resident cats. He will occasionally wrestle and chase the youngest one, but he prefers grooming and sleeping with the middle cat, Star.

During the day, Velvet likes to hang out in his screened-in back porch, from which he can watch the birds, squirrels, and chipmunks in the semi-wild back yard. He spends his evenings with Patricia, insistently demanding belly rubs while curled up on her lap. Melissa considers herself very lucky to have Velvet as a companion. "He is living evidence that older animals can make wonderful companions."



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

- A note giving us 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 individual 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!



PETA's Gift & Estate Planning Club

Augustus Club



Ingrid's message

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

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

As you know, PETA is the leader on many battlefronts in the animal protection movement. 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 forerunners in using shareholder resolutions to gain negotiating leverage with animal-abusing corporations. These resolutions have led to precedent-setting policy improvements regarding the treatment of animals in laboratories and factory farms.

And, of course, we are unsurpassed in recruiting celebrities to attract attention to animal issues. Without exception, this technique has proved to be the most successful 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.

But there is another area in which PETA is at the forefront: working with today's youth to ensure that the decisionmakers of tomorrow will choose kindness over exploitation. It's true that we have a successful track record in getting corporate policymakers, legislators, journalists, designers, retailers, educators, scientists, and investors to take the animal rights message seriously—but we're also

doing a bang-up job of reaching children, teens, and young adults.

One of the keys, we've found, is to teach that the "do unto others" message of the Golden Rule includes animals. Getting our message out to young people—particularly when they're at an impressionable age, before all the pro-exploitation messages have numbed their innate sense of empathy—is also extremely important. Fortunately, as you'll see, we are doing just that!

All of us at PETA are so grateful to have the trust, support, and partnership of our Augustus Club members as we work to make 2007 a year of envelope-pushing, record-breaking victories for animals!

Ingrid

Kids Are Taking the Message to the Streets

A Brighter Future for Animals Lies Ahead With the Next Generation



the sole mission of which is to show young people the truth about animal exploitation and empower them to make humane choices in clothing, food, consumer products, entertainment, and even sports gear.

Our efforts include engaging Web content and information, media promotions, peer-to-peer outreach, and advertising using young celebrities and athletes. And the fact that we

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

From toddlerhood to the teen years, young people are bombarded every day with messages affirming the acceptability of animal exploitation. They are taken to circuses to see animals who are kept in chains and beaten under the big top. They are given footballs and ice skates made of slaughtered animals' skin. They are taught that medical progress relies upon animal experiments and that a healthy diet means eating meat and dairy products.

In order to counter these destructive messages, PETA has created a program called "peta2,"

have garnered the largest youth membership of any animal advocacy organization tells us that our strategy is working—our peta2.com Web site receives more than 400,000 visits per month!

Using the peer-to-peer approach, we send groups of young staffers to youth-focused events, such as concerts and pro skateboard tournaments, and reach thousands of teens per day.

For example, in 2006, PETA set up outreach stations at 25 concerts,

festivals, and tours of the most popular music groups among today's youth—reaching more than 2 million young people with the animal rights message.

Our team tours with the bands, living on the road for months at a time and setting up the outreach station at each performance site. Many of the bands on the tours have become PETA fans as a result. Best of all, during their performances, several bands make announcements directing kids to our station (e.g., "I bet you guys ate hamburgers sometime this week, right? Well, if you want to know how that burger was made, go over to the PETA booth and watch the video. You're not going to believe it!").

As a result, there are often huge lines of young people clamoring to get to our booth to take our literature and watch videos of our investigations of laboratories, slaughterhouses, circuses, and fur farms. Last year, more than 235,000 attendees signed up to receive [peta2](http://peta2.com)'s weekly e-newsletter on living a vegan lifestyle and getting active for animals!

The e-newsletter also keeps young people up-to-date and invites them, for example, to join our Street Team: a network of young activists who spread the "do unto others" message in their communities. Weekly "missions" include writing letters to local newspapers, leafleting outside a

PETA-targeted store or restaurant, protesting the circus, creating an educational display at a library, and other pro-animal projects. With each mission completed, the Street Teamers earn points that can be "spent" on concert tickets, PETA T-shirts and other gear, celebrity-autographed items, and other prizes. The Street Team now has more than 200,000 members!

Such large numbers also mean that we have clout. For instance, when we learned that a popular clothing store was selling fur pom-poms on purses, we mobilized the [peta2](http://peta2.com) Street Team to set its sites on getting the company to go fur-free, which it succeeded in doing.

In addition, thousands of teens across the country leaflet outside stores every week and flood companies' customer service lines and e-mail accounts with requests to stop selling fur. Many stores have let us know that because of these efforts by young people, they will not include fur in their lines and have since instituted permanent fur-free policies!

Every day, we see more evidence of our success in motivating kids to create a kinder world for animals. In fact, last year, the leading

youth marketing research company released a consumer study to "quantify ... the perceptions of 13- [to] 24-year-olds about the environment, humanitarian causes, volunteerism, and their future." According to the study, "PETA is the #1 overall non-profit organization that 13- [to] 24-year-olds in North America would volunteer for." (We received almost as many votes as the Red Cross and Habitat for Humanity combined!)

Another exciting facet of PETA's youth outreach efforts appeared late last year with the publication of Warner Books' *50 Awesome Ways Kids Can Help Animals*, written by

Hailey Anne Nelson, who portrayed Johnny Cash's daughter, Roseanne, in *Walk the Line*



PETA Makes It Easy to Live Cruelty-Free

Cruelty-free products, companies, and charities are springing up everywhere, as more and more people refuse to buy cleaners that have been dripped into rabbits' eyes, wear sweaters made from cruelly obtained wool, or donate to health charities that conduct cruel, unreliable tests on animals. Whether you're "hunting" for a humane mousetrap, craving vegan marshmallows for your hot cocoa, or looking high and low for leather-free stilettos, living—and shopping—cruelty-free has never been easier.

1 The PETA Mall: Shop in Your Pajamas

Why drive to the mall when you can browse the finest cruelty-free products from the comfort of home? Hop on to PETAMall.com for unusual items or the perfect gift for someone special from hundreds of retailers. Popular gifts include melt-in-your-mouth vegan chocolates, cookies, and brownies from Allison's Gourmet; gorgeous faux fur coats from Fabulous-Furs; and fresh, beautiful, eco-friendly blooms from Organic Bouquet. Best of all, when you shop through the PETA mall, a portion of all proceeds goes directly to PETA's work to help animals.

2 PETA Business Friends: Compassion Is the Bottom Line

PETA Business Friends is an innovative partnership with kindhearted companies that want to assist in PETA's ground-breaking work to stop animal abuse and suffering. From attorneys and vegetarian health-care providers to a private-jet air-charter company and an organic, vegan companion-animal food manufacturer, log on to PETABusinessFriends.com to take care of business while caring for animals.

3 The PETA Catalog: Animal Rights Gear at Your Fingertips

The PETA catalog is your one-stop source for all things animal rights. PETACatalog.org features a wide selection of PETA-logo apparel and accessories, including T-shirts, tank tops, sweatshirts, hoodies, shoes, belts, hats, bags, mugs, and more. The catalog's virtual bookstore has everything from cookbooks filled with tasty vegan recipes to animal-friendly children's picture books. We didn't forget your best friends, either—there is a great selection of the best cruelty-free companion animal products around, including fun toys like the Cat Dancer, Gentle Leader dog harnesses, and even vegan "pig ears" for your pooch.

4 PETA Partner Programs: Save Money While Saving Animals

Stay in touch with your friends and family and support PETA's public education programs and cruelty investigations at the same time with PETA's Partner Programs. Visit PETA.org/feat/affinity/ to sign up for long-distance, Internet, and wireless plans and the PETA Visa credit card, all of which give back to animals.

5 PETA's E-News: Stay Informed

Keeping up-to-date with PETA's latest online features, campaign updates, contests, special PETA Mall offers, and more is as simple as signing up for PETA's e-news at PETA.org/lists.asp.

With PETA's catalog, mall, and other services, cruelty-free and animal-friendly products and services are just a mouse click away. So go ahead—treat yourself to something nice, and feel good about helping animals at the same time!

