

# augustus CLUB



## Thank You for Being a Friend Indeed to Animals in Need

...a message from Ingrid E. Newkirk

**My colleagues and I have had fun putting together this edition of our Augustus Club newsletter for you. We have so much great news, and there is no one I'd rather share it with than members like you who have made a lasting commitment to help animals.**

Food and health are always on our minds. May I ask if you have been incorporating more vegan foods into your diet? If so, congratulations—not only are you saving animals, you are also combating arthritis! (See page 7 for the whole scoop!)

In this issue, I also have the pleasure of introducing you to PETA's executive vice president, Tracy Reiman. Her profile on page 5 will allow you to get to know Tracy better and learn how her years of experience have helped PETA overcome obstacles and score big points for animals.

For example, we've taken momentous strides in our campaigns against the abuse of animals in the fur, wool, and leather industries. For the first time in history, big-name retailers are taking meaningful stands against cruelty, and many

influential designers and stores are abandoning cruel products altogether!

There's also important information in this issue about our new campaign to end the flow of unwanted animals into animal shelters, which are already teeming with homeless dogs and cats. PETA has been active for many years on this issue without devoting an entire campaign to it because it's an issue that hundreds of other groups already work on. However, we realized that no other group was putting breeders' feet to the fire and holding them responsible for their role in creating the dog and cat overpopulation crisis. So we've decided to take on that fight, and the gloves are off!

Thank you for being part of the PETA family and for making the considerate decision to provide a lifetime gift for animals. It's a joy to have you on our side!

*Ingrid*



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# Animals Are for Respecting, Not Wearing

## PETA's Cruelty-Free Fashion Campaign

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Prior to PETA's "Save the Sheep" campaign, most people did not know that wool farmers in Australia—a major wool exporter—use gardening shears to cut large chunks of skin and flesh from around sheep's tails without any pain relief. This excruciating mutilation, called "mulesing," creates scarred skin in an effort to prevent maggot infestation.

As one of our large-scale campaigns, PETA is pressuring the wool industry to stop mulesing and adopt sensible alternatives, such as regular dipping, shearing the rump, or breeding sheep with smooth backsides (called SRS sheep).

Our cruelty-free fashion campaigners travel around the world to conduct media-grabbing demonstrations and make people aware of animal abuse in the fashion industry. Other crucial team members are PETA's Corporate Affairs staff, who negotiate directly with retailers; celebrities such as *American Idol* producer Simon Cowell and Oscar winner Charlize Theron, who star in our anti-fur ads; and, of course, PETA members and supporters who respond to our action alerts by flooding target companies with calls, letters, and e-mails.

As a result of our campaign, more than 60 international retailers have agreed not to use mulesed wool—including such giants as Abercrombie & Fitch, Timberland, American Eagle, H&M, Liz Claiborne, Aéropostale, SmartWool, Perry Ellis International, and Adidas.

Furthermore, New Zealand's wool farmers have stopped mulesing altogether! That means the Australian wool industry is reeling—and must soon face the reality that a century of mutilations is coming to an end!

Our campaigners also tackle the issue of leather production. One of the world's top leather exporters is India. Our investigation of the Indian leather industry uncovered the hideous suffering of millions of cattle, who are beaten in forced "death marches" over hundreds of miles to slaughterhouses. When cattle collapse from hunger, exhaustion, or injury, handlers force them along by breaking their tails and rubbing hot chilies into their eyes. At the slaughterhouse, their throats are slit in front of other cattle, whose short fur stands on end in terror.

Leather tanneries also leach chemicals like arsenic and chromium into the environment, often causing increased incidences of cancer in people who live near them.

As a result of PETA's anti-leather campaign, international retailers—including Casual Corner, J.Crew, Liz Claiborne, Marks & Spencer, Kenneth Cole, Gap, Timberland, Eddie Bauer, Clarks, Florsheim, and Nike—joined a boycott of Indian leather. And Mercedes-Benz announced that all its models now have a leather-free option.

PETA India has since succeeded in bringing about stronger enforcement of anti-cruelty laws and improved transport and slaughter conditions for cattle in the leather trade.

Of course, one of our best-known campaigns is against fur. PETA has persuaded such influential designers and retailers as Calvin Klein, Tommy Hilfiger, Vivienne Westwood, J.Crew, Ann Taylor, Polo Ralph Lauren, Chico's, and The Limited to stop selling fur.

We broke new ground by publicizing a shocking exposé of the fur trade in China, which showed animals who were skinned alive. A PETA investigator later recorded footage

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in China of dogs and cats who were being tortured and killed for their fur. These two videos have now been viewed by millions of people on the Internet, and their

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worldwide circulation has probably turned more people against fur than anything else PETA or any other organization has ever done.



Through our youth division, peta2, we’re also reaching the next generation of consumers—more than 100,000 young people signed on to our “Fur Is Dead” campaign this past fall to pledge never to be caught dead in the stuff!

Snakes, alligators, crocodiles, and lizards are also victimized by the fashion industry. One of our campaigners recalls a gratifying moment at a recent demonstration where—painted as a snake—she lay beneath a sign that read, “Exotic Skins Belong in the Jungle, Not on Your Feet.” A passing young girl stopped to ask what the demonstration was about, and upon hearing the answer, cried, “I don’t want to hurt snakes! I love them!”

PETA is also reaching the next generation of designers through our partnership with New York’s prestigious Parsons: The New School of Design, where we work with acclaimed designers like Marc Bouwer to teach fashion students about the cruelty involved in the production of fur, wool, and leather and to promote cruelty-free alternatives. PETA also teamed up with Bouwer during New York Fashion Week, when he became the first major designer to stage a show completely free of animal skins and fibers.

With the generous support of our Augustus Club members, we are convincing millions of consumers that fur, leather, and wool look best on their original owners—animals! For PETA’s “Cruelty-Free Clothing Guide,” which lists companies that provide alternatives to leather and fur, please visit [PETA.org/Living/ClothingGuide.asp](http://PETA.org/Living/ClothingGuide.asp) or call LeeAnne Siart at 757-943-0674. Thank you for helping animals keep the skin they’re in!

## You Can Help

### Urge Burberry to Shed Fur!

Burberry may be best known for its distinctive plaid, but its use of real fur is making the brand synonymous with cruelty to animals. Fur farmers use the cheapest killing methods available, including neck-breaking, suffocation, poisoning, and electrocution. Please call Burberry’s New York City office at 212-757-3700 or write to the chief executive officer, Angela Ahrendts, at [angela.ahrendts@burberry.com](mailto:angela.ahrendts@burberry.com) and let her know that you won’t buy from Burberry until it stops selling fur.



# Committed Tenacious Driven

Tracy Reiman | Executive Vice President

“I love my work as much today as I did 17 years ago when I started, because I know that I am changing the world for animals,” says Tracy. “I see the changes every day!”

When Tracy Reiman first came to PETA, she was still in college and full of youthful energy and optimism. Seventeen years later, her enthusiasm and passion (not to mention her ready laughter) are as infectious and inspiring as ever. Tracy has been a part of just about every aspect of PETA’s work, including our merchandise catalog, our marketing department, and all our international campaigns.

Starting out as a campaign coordinator, Tracy led successful efforts to convince major oil companies—including Mobil, Texaco, and Shell—to cap their oil stacks in order to prevent thousands of birds and bats from burning to death. She participated in a sit-in at Calvin Klein’s New York office that helped persuade the clothing designer to stop using fur, and she helped stop NASA’s cruel Bion project, which involved sending

primates into space. Her investigative and rescue work resulted in the first-ever cruelty charges filed against a factory farmer for cruelty to chickens.

Today, Tracy oversees PETA’s effective and provocative publicity and educational campaigns. She has helped create new ways to get young activists busy for animals through online marketing and word-of-mouth campaigns. She has helped PETA develop the largest youth membership of any advocacy organization in the world, which is no small feat! Tracy leads PETA’s efforts to pressure companies to adopt animal-friendly policies, and she helps the organization communicate with supporters through e-mail marketing campaigns that drive traffic to PETA’s Web sites. Under Tracy’s guidance, PETA was named the number one nonprofit organization that 13- to 24-year-olds in North America would volunteer for as well as *Brandweek’s* 2005 “Guerrilla Marketer of the Year.” We love Tracy!

PETA’s International Grassroots Campaign Department led our efforts to persuade clothing giant Gap Inc. to end its use of Indian and Chinese leather because of the deplorable treatment of cattle and dogs in those countries. Tracy also coordinated the precedent-setting campaign that convinced McDonald’s to make groundbreaking changes in its suppliers’ treatment of animals on factory farms and in slaughterhouses.

Tracy has appeared on television in behalf of animals numerous times, including on CNN and on ABC’s *20/20*, and her work to promote animal rights has made headlines in major publications, including *The Washington Post*, *The Wall Street Journal*, *Los Angeles Times*, and *USA Today*.



## 10 Good Reasons to 'Adopt' PETA's Investigations & Rescue Fund and Help Save Animals Like These Every Month

Your monthly donation will help us stop animal abuse and suffering! Each month, your gift to the Investigations & Rescue Fund will make it possible for us to do all this:

Tulip Rescued

**1** Send undercover investigators into laboratories, slaughterhouses, and other facilities to reveal what happens to animals behind closed doors

**2** Teach animal control officers how to inspect traveling circuses for signs of neglect and cruelty



Delhi Rescued

**3** Work with government agencies to confiscate animals suffering from abuse in deplorable zoos and circuses

**4** Provide warnings to media in cities in the paths of natural disasters telling residents how to protect their animals

Licorice Rescued



Alaska Rescued

**5** Rescue abandoned and neglected animals

**6** Educate landowners about nonlethal solutions to conflicts with wildlife



Meddler Rescued

Arthur Rescued

**7** Promote and perform low-cost sterilization of animals in disadvantaged areas

**8** Push legislation and other policies to help reduce animal suffering and overpopulation



Kilo Rescued

Josie Rescued

**9** Work with law enforcement officials to prosecute animal abusers to the fullest extent of the law

**10** Equip cruelty case-workers and investigators with the tools that they need to put animal abusers away



Sarah Rescued

Nirvana Rescued



It's simple to do—just call PETA's Melissa Johnson at 757-962-8380 today or go to [PETAPledge.com](http://PETAPledge.com) to get started. You'll receive a monthly letter to keep you updated on the terrific work that you support. You can choose to mail a check or automatically charge your credit card each month. Thank you!

Delhi: © The Elephant Sanctuary/Elephants.com Meddler: © Jody Boyman



Good news for arthritis sufferers

## A Vegan Diet Can Keep Arthritis at Bay

Researchers with the Karolinska Institute in Stockholm—one of Europe's largest medical universities—have found that people with arthritis may benefit from a vegan diet.

Doctors put 30 patients with rheumatoid arthritis—a degenerative inflammatory disorder in which the body's immune system attacks joint tissues, causing swelling and tenderness—on a gluten-free, vegan diet (including vegetables, nuts, fruits, buckwheat, millet, corn, rice, and sunflower seeds) for at least three months.

For the sake of comparison, they instructed 28 other patients to follow a nonvegetarian diet.

The patients who followed the vegan diet had higher levels of natural antibodies to fight the compounds in the body that can cause or aggravate rheumatoid arthritis.

Also, the people on the nonvegetarian diet did not see a significant difference in their cholesterol levels, but the people in the vegan group had lower cholesterol and bodyweight and a reduced risk of heart attacks and strokes. This is particularly important because heart attacks and strokes are among the leading causes of death for people with arthritis, as inflammation also affects vital arteries.

Try the following tasty treats to help prevent—or alleviate—arthritis symptoms. Pineapple is an especially good choice because researchers believe that bromelain (a chemical found in pineapple) may help stop inflammation and enable people to better digest fibrin, a compound linked to some types of arthritis. So eat hearty, and stay healthy!

### Excellent Eggless 'Egg' Salad

You'll never miss the egg with this "eggcellent" salad.

1 1/2 lbs. firm tofu, mashed	2 stalks celery, chopped
1/2 cup vegan mayonnaise	1 1/2 tsp. garlic powder
1/2 cup chopped fresh parsley	1 1/2 tsp. salt
1/4 cup sweet pickle relish	1/4 tsp. turmeric
1/2 medium onion, chopped	1 1/2 Tbsp. mustard

- Combine all the ingredients in a large bowl. Mix well. Serve on top of a fresh salad. *Makes 6 servings*

### Grilled Pineapple

1 1/2 Tbsp. agave nectar	4 slices fresh pineapple
2 Tbsp. dark rum	1 cup flaked coconut
1 tsp. lemon juice	

- Combine the agave, rum, and lemon juice in a nonporous glass dish or bowl. Add the pineapple and coat well with the marinade mixture. Cover the dish and marinate in the refrigerator for 1 hour.
- Preheat the grill to medium heat and lightly oil the grate.
- Remove the pineapple from the dish or bowl and press the pineapple wedges onto the coconut. Place the pineapple directly onto the rack or place in a wire basket and grill for about 10 minutes, turning, until hot and caramelized. *Makes 6 servings*



# Getting to the Root of the Companion Overpopulation

# Animal Crisis



Every year, 6 to 8 million unwanted dogs and cats enter U.S. animal shelters.

According to the American Pet Products Manufacturers Association, 13 percent of owned cats and 25 percent of owned dogs in the U.S. remain unsterilized. Meanwhile, 6 to 8 million unwanted dogs and cats enter U.S. animal shelters every year, and half must be put to death for lack of good homes.

Many more are left to fend for themselves on the streets.

An estimated 25 percent of dogs turned in to animal shelters are purebreds—often “fad” dogs bought on a whim and dumped a few months later.

Open-admission shelters receive far more animals than they could possibly place in homes and therefore must euthanize some of them. These shelters often serve as a scapegoat for people who have not realized the true source of the problem: overpopulation.

But there is a solution. Through our animal birth control (ABC) initiative, PETA is mobilizing activists around the country to help pass laws requiring the sterilization of companion animals as well as financial disincentives for breeding (e.g., higher license fees for unaltered animals, special permits for breeding).



We have already helped get such legislation passed in Volusia County, Fla., and are currently rallying support for the passage of AB 1634 in California, which,

at the time of this writing, is being debated in the state legislature. This statewide bill would mandate spaying and neutering for cats and dogs who repeatedly roam at large and for cats and dogs kept outside without proper shelter, food, or water.

Through demonstrations outside high-profile dog shows, celebrity spokespeople, and a series of thought-provoking ads that are running on television and circulating all over the Web, we're focusing national attention on breeders' culpability in the companion-animal overpopulation crisis.

Thank you for being a member of the Augustus Club and helping us urge people to turn their backs on pet stores and breeders and adopt from animal shelters instead. Your support will help us reach the ultimate goal of the ABC initiative: laws regulating breeding so well that every animal born has a loving home already waiting for him or her.

