

augustus

CLUB

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Your Actions Are Changing the World

... a message from Ingrid E. Newkirk

During the holidays, we give thanks for those who are dear to us, and guess who is at the top of our gratitude list: you! By making a planned gift to PETA, you have given us the ultimate gift—your trust that your legacy will be used to its maximum potential to stop cruelty to animals.

As an Augustus Club member, you've committed yourself to making a difference for animals, and I admire you for that. In fact, I've recently put together a whole book as a tribute to people like you who use their lives to create a more inclusive, compassionate society.

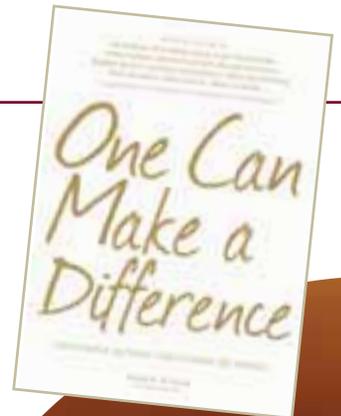
In *One Can Make a Difference: How Simple Actions Can Change the World*, I include more than 50 thought-provoking essays written by a truly diverse group of individuals, including movie director Oliver Stone, actors Kevin Bacon and Brigitte Bardot, legendary White House correspondent Helen Thomas, His Holiness The Dalai Lama, Sir Paul McCartney and his daughter Stella, world-record-setting athlete Aimee Mullins (who lost her legs below the knee as an infant and revolutionized the world of prosthetics), and other inspirational people who made others laugh, saved lives on the battlefield, saved seals on the ice, provided a retirement home for elephants, and started the first dog park in America.

And in this issue of our newsletter, I have the pleasure of introducing you to someone else who makes a big difference: my longtime colleague Scott Anderson. His brainchild, PETA Prime, is an exciting new endeavor that Scott describes for you on page 2.

I am also delighted to acquaint you with treasured Augustus Club member Rob Blizard, PETA Foundation Special Gifts Director Jannette Patterson and a kitten friend, and PETA members Bronte Jornod and Joseph Guastafeste, whose unique gift is helping us turn hundreds of thousands of young people on to a cruelty-free lifestyle.

Last, but hardly least, if you would like to receive a complimentary copy of PETA's 2009 "Rescued" calendar, we would love to send you one as a small token of our thanks for your support. Please return the enclosed postcard and we will send you a calendar right away.

All of us at PETA wish you happy holidays, and we thank you for the legacy gift that you've made in behalf of animals!





PETA Is Ready for *Prime* Time!

Scott Anderson | Vice President, Membership Development

When I first came on board at PETA more than 25 years ago, things were a bit different. Our first office was a small private apartment. Then we moved to a split-level house and then to what can only be described as a decrepit warehouse in Rockville, Md. But we put up walls, slapped on paint, and fashioned offices out of the mess, and we were good to go.

When I started, there were only three people on staff. Today, the staff of PETA and the PETA Foundation approaches 320, and we have offices in Norfolk, Va.; New York, N.Y.; Oakland, Calif.; and Los Angeles, Calif.—and affiliates in the U.K., the Netherlands, Germany, India, Australia, and the Philippines! Better yet is the fact that our numbers have grown from fewer than 1,000 members and supporters to more than 2 million!

In the '80s, if executives at McDonald's and Burger King were told that someday they would be sitting at the negotiating table with us, they would have doubled over with laughter. Now, decisionmakers from the biggest fast-food companies and grocery chains in the world are pulling up a chair in PETA's conference room in Norfolk, ready to make a deal!

Through our shareholder activism campaigns and corporate negotiations, we've convinced a number of major food retailers to take huge steps forward in the past year alone, just as Wendy's, McDonald's, Burger King, Hardee's, and Carl's Jr. have done over the past several years. Retailers that have agreed to improve animal welfare standards this year include Safeway (the third-largest grocery chain in North America), Harris Teeter and Winn-Dixie (major grocery chains in the Southeast), and restaurant chain Chipotle. And—in our biggest victory for farmed animals to date—we persuaded the company that purchases chickens for all Canadian KFCs to adopt major animal welfare reforms.

Some are beginning to buy from poultry suppliers that use a new technology in slaughterhouses that greatly reduces suffering. Some are buying an increasing number of eggs from suppliers that don't use battery cages, in which hens are crammed so tightly that they can't even stretch a wing, and an increasing amount of pork from suppliers that don't use gestation crates, in which pregnant pigs are painfully immobilized for months on end. Some companies are doing all three. Most KFCs in Canada have also added a vegan-chicken menu item to their stores!

“PETAPrime.org is a new Web site specially designed for those of us who are in the prime of our lives and are passionate about helping animals.”

We've also seen progress when it comes to the killing of animals for their fur. It was not too long ago that almost every designer and retailer sold fur. Now, Calvin Klein, Tommy Hilfiger, Chico's, Ann Taylor, Polo Ralph Lauren, Vivienne Westwood, J.Crew, Limited Brands, and dozens of other influential retailers have stopped selling fur—all thanks to PETA pressure.

Twenty years ago, our small staff did not include any scientists. Now, we have five first-rate scientists on staff who hail from Ivy League universities with degrees in fields such as molecular biology, biochemistry, and genetics. Together, often behind the scenes, they are changing minds and policies at the highest levels of government and corporate decisionmaking.

To cite one example, the National Academy of Sciences—the government's chief scientific arm—released a report last year on the use of animals in toxicity testing. The report reflects the language found in the many hundreds of letters, factsheets, and white papers that PETA has prepared and submitted to federal agencies and Congress. The report indicates that non-animal test methods “would generate more-relevant data” and that “how relevant the animal tests are for humans ... has often been called into question,” which are points that PETA has been making for years. The report asserts that, with a new approach, “animal testing could be greatly reduced, and possibly even eliminated ...” Using non-animal test methods, the report continued, would “generate better data” and build “a stronger scientific foundation that can improve regulatory decisions, ... reducing the time, money, and animals needed for testing.” This has been PETA's stance all along, and the government is starting to catch on.

This is a 180-degree turn in the position of the U.S. government on animal testing. When PETA first started meeting with federal agencies 10 years ago, they stonewalled and insisted that animal testing was the only way to go. Now, years of unrelenting persistence on PETA's part are paying off, and the government is finally listening!

Just as resolutely, we decided several years ago that not only did we need to reach today's decisionmakers, we also needed to reach the decisionmakers of tomorrow if we wanted to be successful. We have done this with enormous success through PETA's Youth Outreach Division, which we call *peta2*. By making it “cool” for high school and college students to get involved in animal rights, *peta2* has attracted more than 1.4 million members, making it the largest youth animal protection movement in the world. Thousands of young people visit the *peta2.com* Web site every day for the latest news, action alerts, and information on living a cruelty-free lifestyle.

This means that we're shaping a whole new generation of consumers, teachers, scientists, entrepreneurs, and policymakers who will be aware of—and care about—how their decisions affect animals.

The success of *peta2* has inspired us to focus on the strengths and talents of PETA members from other walks of life—and especially on how we can best engage the

baby boomers among us, whose vast experience and talents are an extraordinary resource for helping animals.

That's why we created PETA Prime. *PETAPrime.org* is a new Web site specially designed for those of us who are more than 50 years old, enjoy being in the prime of our lives, and are passionate about helping animals.

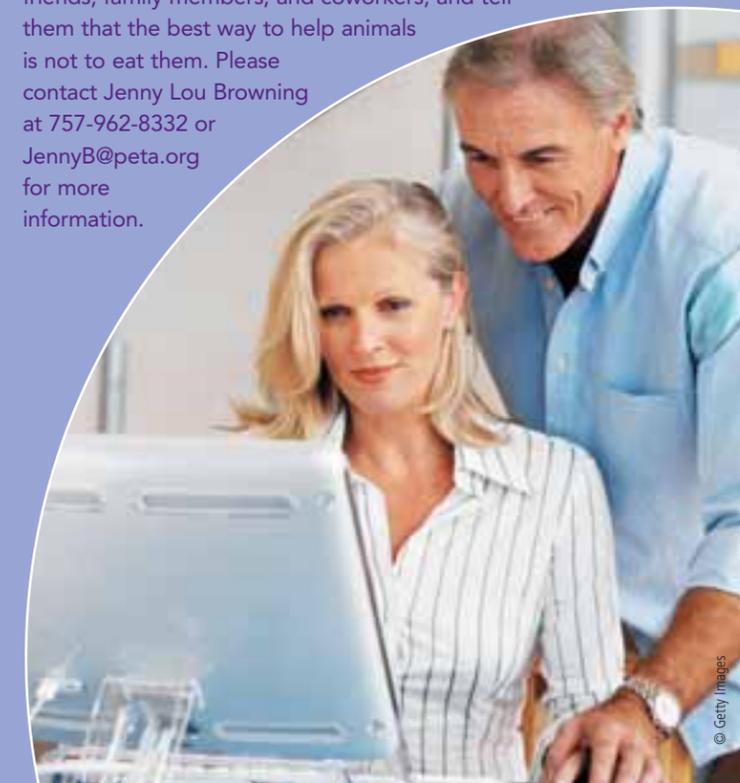
We want PETA Prime to be for boomers what *peta2* is for the under-25 crowd—a galvanizing, interactive community for people to learn, share, laugh, and come together to make a difference for animals.

If you haven't visited *PETAPrime.org* already, please hurry to check out this wonderful resource. You'll find photos, blog posts, book reviews, healthy recipes, travel tips, financial information, ways to volunteer, and much more. Readers contribute their thoughts, experiences, questions, and advice about health, the home, gardening, hobbies, family, friends, animal companions, favorite cruelty-free products, travel experiences, money-saving tips, and many other topics.

I hope that you enjoy PETA Prime. I also want to personally thank you for ensuring that our progress continues for generations to come!

You Can Help!

Please join PETA in spreading the word about Hormel's cruel treatment of pigs. Visit GetActive.peta.org/campaign/iowa_pigfarm_abuse2 to send our undercover footage to your friends, family members, and coworkers, and tell them that the best way to help animals is not to eat them. Please contact Jenny Lou Browning at 757-962-8332 or JennyB@peta.org for more information.



you
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augustus CLUB MEMBERS IN ACTION!



A letter from member Rob Blizard: *For Those We Love*

I am writing to tell you about a wonderful friend with whom I shared my life for 11 years. Unfortunately, my dog Roxanne passed away on January 5 of this year from congestive heart failure, and I miss her greatly.

It was in November of 1996 that Daisy, whom I had adopted a year earlier, and I brought Roxanne home from a wonderful animal shelter in Washington, D.C. It was not the first time she had been at the shelter. As a 10-week-old puppy, she had been adopted in the summer of 1995 by someone who a year later relinquished her because of chewing—a behavior that Roxanne never really outgrew. I am only now learning that I can place a blanket on my bed and not worry about her making Swiss cheese out of it.

At first, Roxie's hair was scant. She also was not affectionate, disliked walking on a leash, and objected to being taken out in the rain. Although she never became a fan of the great outdoors, she soon became a sweet and loving companion.

During her 11 years, she won ribbons at a just-for-laughs dog show (including second place for Least Obedient), loved to spend time with her grandparents, adored car rides, threw herself onto her back for belly rubs at the drop of a hat, and entertained at parties. After 11 years together, she would still shake when anyone had to leave her at home. I always said that the lyrics of the 1977 song "The Goodbye Girl" described her perfectly.

Late in life, Roxanne developed breathing problems as a result of congestive heart failure. On January 5, 2008, Roxie and I both knew the time had come, and she could no longer carry on. That night, I took her to the emergency veterinary clinic

“[Roxie] loved to spend time with her grandparents, adored car rides, threw herself onto her back for belly rubs ..., and entertained at parties.”

for euthanasia. Her death was an extremely sad moment for me as I tried to make her final moments calm and serene. Still, I was comforted in knowing that there are far worse fates for animals and that she died having lived a pleasant life and brought joy to many.

I am making my bequest to PETA in her memory, and I only wish I could do more to help PETA help more animals—including kind hearts like Roxanne and Daisy, whom I always refer to as “The Girls.” Years ago, when I was fresh out of college, PETA opened my eyes to many animal issues, including the scourge of heartbreaking cruelty and neglect faced by so many loving, unfortunate innocents.

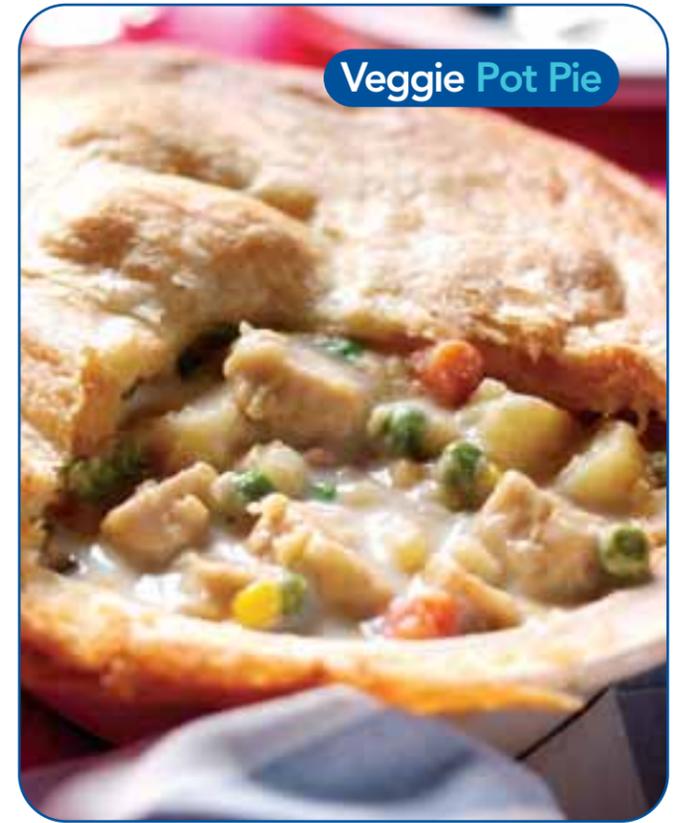
Although The Girls no longer exist in one sense, they will go on forever for me in another. Thanks so much, PETA, for helping to improve the lives of so many animals who may never be as lucky as Roxanne and Daisy to live such a happy, healthy life. Your amazing efforts to help animals are why you are one of the charities in my will.

Holiday Delights

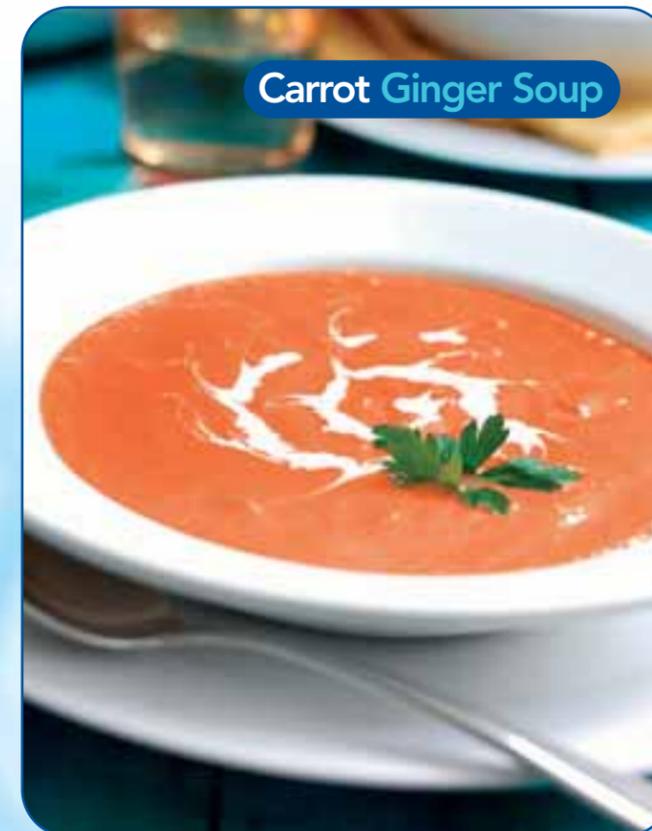
to spread good cheer



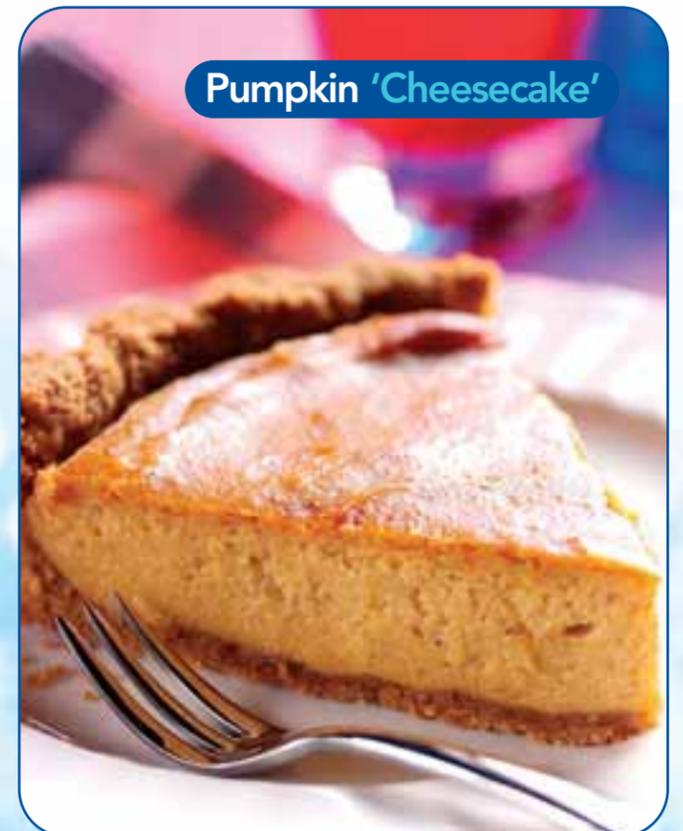
Veggie Pot Pie



Carrot Ginger Soup



Pumpkin 'Cheesecake'



Food photos: © Steve Lee. Holiday photo: © iStockphoto.com/Lisa Thornberg

Veggie Pot Pie

by Kathy Freston

This recipe is better than the pot pie mom used to make. The thick and creamy sauce smoothers a hearty vegetable filling for a complete cold-weather meal.

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| 4 Tbsp. vegetable bouillon or faux-chicken broth powder (try Osem or Telma brands, available in the kosher section of supermarkets) | ½ tsp. pepper |
| 2½ cups hot water | 1 15.5-oz. can white potatoes, drained and cut into small pieces |
| ½ cup nutritional yeast flakes (available at health food stores) | 1½ cups frozen or canned/drained mixed corn kernels, peas, and diced carrots |
| ½ cup flour | ½ lb. faux chicken, cut into tiny cubes (try Morningstar Farms Meal Starters Chick'n Strips) |
| ½ cup oil | 1 box puff pastry sheets |
| 1 tsp. garlic salt | |

- Preheat the oven to 400°F. Mix the vegetable bouillon or faux-chicken broth powder with the hot water to make a stock. Set aside.
- Combine the nutritional yeast and flour in a large pot and stir constantly over low heat until lightly toasted. Add the oil, stirring to make a roux. Slowly whisk in the stock, garlic salt, and pepper. Add the vegetables and faux chicken. Cook for 5 to 10 minutes, or until heated through.
- Roll out one sheet of puff pastry and place it in a 9-inch pie dish, trimming to fit. Place the pastry in the oven for 5 to 10 minutes or until it starts to puff. Remove the pastry from the oven, pour the filling into it, and place the other sheet of puff pastry on top, cutting and pressing together the edges and making several 1-inch slices on top to allow the steam to escape. Continue baking for approximately 20 minutes or until the pastry is golden and puffed.

Makes 6 servings



Quantum Wellness by Kathy Freston makes a great gift! Order at PETACatalog.com.

Pumpkin 'Cheesecake'

What's better than pumpkin pie? Delicious pumpkin "cheesecake," of course!

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|--|---------------------------------|
| 12 oz. firm silken tofu, puréed | ½ tsp. ground ginger |
| 8 oz. nondairy cream cheese (try Tofutti brand at Tofutti.com) | ½ tsp. nutmeg |
| 1 cup canned pumpkin | 1½ tsp. cinnamon |
| 1 cup granulated sugar | ¼ tsp. salt |
| 3 Tbsp. flour | ¼ tsp. baking soda |
| | 1 prepared graham cracker crust |

- Preheat the oven to 350°F.
- Purée all the ingredients except the pie crust in a food processor and pour into the graham cracker crust. Bake at 350°F for 50 minutes.
- Allow to cool for 30 minutes, cover with plastic wrap or the top of the pie container, and refrigerate for 6 hours or overnight before serving.

Makes 8 servings

Carrot Ginger Soup

This elegant soup is the perfect start to a meal.

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|-----------------------------------|---------------------------------|
| 1 Tbsp. margarine | 2 tsp. coriander seeds, crushed |
| 1 onion, chopped | 4 cups vegetable stock or water |
| 1½ lbs. carrots, peeled and diced | Salt and pepper, to taste |
| 1 tsp. fresh ginger, grated | |

- Heat the margarine and fry the onions for about 5 minutes until transparent. Add the carrots, ginger, and crushed coriander seeds and stir over medium heat for 5 minutes.
- Add the stock or water and bring to a boil. Cover and cook until the carrots are tender.
- Purée the soup in a blender. Then strain through a sieve.
- Reheat the soup and season with salt and pepper. Ladle into bowls and serve hot with bread.

Makes 4 servings

PETA Rescue Kitten Finds a Purrfect home!

A day in the life of our director of special gifts, Jannette Patterson



It was a lovely summer day in New York City, and I was on my way to a PETA demonstration in my nightgown. Wait, let me explain!

Fashion designer Donna Karan was having a lingerie/ sleepwear fashion show, and since she is using fur, we were

going to be in front of the show with signs that read, "Donna Karan: We're Tired of Your Fur!" While I was walking through midtown Manhattan, praying that no one I knew would see me, I heard a baby kitten screaming in desperation. The screams were coming from behind a small storefront with a solid metal door, which was locked.

The neighboring businesses said that the owner "usually shows up at the end of the day." I waited for more than an hour for the owner, and when he arrived, he did his best to tell me that the cat was OK. I insisted on seeing the kitten, and he finally opened the storefront. Inside the storage unit was a crate with a tiny 5-week-old kitten, frantic with fear. I finally convinced the man that this baby needed more than some food in a box to survive and whisked her away.

Now, she was a bit "messy" from her time in the crate, and while I was holding her, my lovely pale yellow nightgown got covered in kitten poo. I didn't really pay attention to this until I was on the subway going home with my baby in need and the woman sitting next to me noticed her. She said, "Oh, she's so tiny!" I apologized for the mess. Lucky for me, the woman was a kind animal person and was actually on her way

to Animal Care and Control to adopt a dog, so we had a good laugh about my situation.

Now, baby Jenny, as she would be named by my vet, has found her purrfect home with a PETA member who specializes in making sure that her cats have all their needs met! And I am looking forward to my next date with Donna Karan.



In Memoriam



Buffie, a mixed terrier, was rescued from the Washington Humane Society shelter by PETA founding member Shari Barton in 1992. She was approximately 5 months old at the time and ate a strictly vegetarian diet from then until her death in October of 2008—making a believer of her veterinarian, who had felt that a vegetarian diet was not a healthful one for a dog.

Buffie loved to get presents and she unwrapped them herself, much to the delight of anyone watching. Once she even took a friend's birthday present off the friend's lap and began to open it! When anyone brought a suitcase into the house, or when Shari came home from a trip, Buffie stuck her nose in the opened suitcase to find her toy. She walked around with stuffed animals in her mouth until the last months of her life.

Buffie was sweet, happy, and affectionate—the perfect canine companion—and she is sorely missed!

Now We Can Drive Home the Message of Compassion for All Animals

In the short time since its inception, peta2—PETA's Youth Division—has taken on a life of its own and grown to become the world's largest youth animal rights organization.

Routinely setting up booths at some of the biggest music tours and festivals around the U.S, the peta2 crew reaches out to thousands of young people and inspires them to lead a cruelty-free lifestyle and become advocates for animals. This past summer, just as the summer tour season was kicking off, their job got a little easier, thanks to PETA members Bronte Jornod and Joe Guastafeste.

Bronte and Joe had recently purchased a motor home to transport themselves and their animal family to their cabin in the frontier of Minnesota. Since 1995, they have made frequent long-term trips to enjoy their 90 acres of solitude and thought that a motor home would be the perfect solution to eliminate the need to drive separately in two cars. On the first nerve-racking trip driving such a large vehicle, they quickly realized the mistake that they had made. But always ones to look on the positive side, they just as quickly turned their mistake into a valuable donation for animals.

The motor home is now peta2's primary mode of transportation and doubles as sleeping and eating quarters, saving PETA money, time, and resources. It is also decorated with special text to turn heads and inspire thought as it travels across the country. Sporting our flashy "Meat's Not Green" logo, the motor home is supporting peta2's thought-provoking campaign to educate consumers



that meat is the number one cause of global warming (as raising animals for food generates more greenhouse-gas emissions than all the cars, planes, ships, trucks, and trains in the world combined).

Bronte and Joe have come to realize over the years that humans and animals deserve equal respect. They decided never to back down and continue to take a stand for what they believe in. In fact, they have been vegetarian for the past nine years. Bronte—a former law librarian who now spends her days writing poetry and caring for their growing family of rescued animals, which includes seven cats and five dogs—also volunteers at a local animal shelter. Joe, who proudly shares vegetarian recipes with his colleagues at the Chicago symphony, says that when Bronte suggested donating the motor home to PETA, he simply said, "Sounds like a good idea to me!"

Thanks in part to Bronte and Joe, this summer's peta2 outreach tour was the most successful ever, with more than 249,000 new members added. When they head out on tour this winter, the motor home will once again turn heads and help change minds.

Special Opportunity to Save Animals (and Taxes!)



The Emergency Economic Stabilization Act of 2008 provides that in 2008 and 2009, caring people with a traditional or Roth IRA may distribute up to \$100,000 directly to charities without the distributions' being reportable as income, and any distribution will count toward the IRA owner's mandatory withdrawal amount.

To qualify, you must be at least 70 ½ years old and also direct the IRA manager to transfer funds directly from your traditional or Roth IRA

to PETA. A withdrawal followed by a contribution to PETA would not qualify, and the full amount would have to be reported as income.

Please consider speaking to your financial advisor about this opportunity. A check made out to PETA by your IRA manager can be one of the best ways to help animals in 2008 and 2009. For more information, please contact Scott VanValkenburg, director of major gifts, at ScottV@petaf.org or at 757-943-0317.