

PETA's Gift & Estate Planning Club

Augustus club



Ingrid's message

When I was a little girl, I twirled about in front of the mirror, draped in my grandmother's red fox fur stole. It had a fancy clasp that joined two real foxes' heads together in a macabre embrace, so that the glass orbs that had been used to replace their real eyes met at my neck. It was every girl's dream then to grow up to own a fur. And I did.

First, I bought a fox fur-collared coat and then an arty Ginger Rogers-shouldered coat made of 100 dead squirrels. I wore that one when I took the boat to Belgium to meet my husband-to-be. All I heard were "oohs" and "ahs" of admiration. There were no animal rights activists back then to hiss, hand me a card, have a quiet word, or wake me up.

A poor fox did that. I found him, glaring and petrified, in a steel-jaw leghold trap behind a convenience store. The vet I took him to amputated his foot and he became one of the few who can adjust to a life, of sorts, indoors. Of course, he would never

see his family again or his real home. Because of him, the "animal lover" who is writing this finally got the message.

I still wore leather then. Today, I look back in astonishment to ask myself why on Earth did I wish to wear *any* stolen skins, hairy or hairless? What was the attraction? Did I think the smell of animal leather—now as hideous to me as the smell of burning pigs' flesh—was desirable? Or that I looked desirable in skins? Again, no one showed me any articles, there were no billboards, no one mentioned any problem.

One morning, two years ago, I sat outside the BBC studios in London and wept. Rush hour had begun and people were going to work in their leather shoes and leather jackets, carrying their leather attaché cases and leather purses. Some wore leather skirts and coats. I had just come from India where the hot, dusty cattle trail—thick with exhausted, hungry, parched, and often lame cows and their calves—leads from the fields to the filthy

slaughterhouses and from there to stores in the U.S. and Europe. All I could see that morning were the herds of cows I had watched stumbling along in the heat, converted now into lifeless garments and accessories.

In the 21st century, we have wonderful cruelty-free options. We can pleather it up or choose a host of natural fabrics like cotton, corduroy, canvas, satin, or jute. But how many people have a clue? That's where education for liberation kicks in. Each of us is lucky enough not to have been born wearing an invisible label marked "clothing," "meat," or "research tool." That means we must do all we can to help those who were not so lucky by waking up those who do not yet "get it." We are the revolution! Please teach as many people as you can how easy and right it is to be kind. Thank you.

Ingrid

Putting a New Face on Animal Rights

PETA's Education Department

The wheels of our Education Department staff are always turning as they conceive of new ways to reach as many young people as possible with messages of compassion and action for animals. Full of drive and energy and with a unique vision to reach out and grab the next generation, they are putting a new face on animal rights.

Urging Teens to Question Exploitation

Since the Education Department's launch of peta2.com, an interactive Web site for Generation Y—ages 13 to 24—animal rights has become a hot topic with teens across the globe. Edgy and provocative, peta2.com is urging young activists to question animal rights violations in their schools and communities.

The site's super-hip "Out There" section features teen idols from the world of sports and entertainment who are committed to justice for animals. Pro skateboarders, well-known bands, top actors such as Casey Affleck, and even comic-book artists and characters tell kids that there's **nothing** cool about animal abuse and that it is **very cool** to do things to stop it.

Moreover, peta2.com's "Street Team" motivates young people to get busy for animals in their communities. Members earn points for activities like leafleting, which they can redeem for PETA merchandise, music, concert tickets, and more. And the "Take Charge" feature

tells teens how to beat their meat addiction, organize a campaign for any animal issue, and fight back against teachers whose idea of science is to chop up animal corpses in a biology lab.

By networking with some of the biggest punk bands, we have won animals countless allies. Last summer,



education staff traveled the country with the "Warped Tour," reaching tens of thousands of young people in 49 cities.

On the way, they hooked up with music producer Fat Mike of NOFX and Fat Wreck Chords, who donated his production services to PETA to produce a compilation CD, *Liberation: Songs to Benefit PETA*. The CD features 16 tracks, including rare recordings by a host of punk rock's hottest acts, and many of the artists who contributed tracks have already been vocal in their support of PETA.

Math Is Mandatory—Teaching Kindness Should Be, Too

It has been said that teaching children to respect animals helps children as much as it helps animals. In fact, teaching them to be kind to animals is a key element in character-education programs—required by law in some states—and a proven, effective way to prevent other wrongs or violence. PETA's TeachKind.org Web site is based on this premise and helps teachers bring animal issues into the classroom by offering advice, lesson plans, downloadable activity sheets, and packs of free animal rights literature.

Teachers and librarians can also order free copies of *Share the World*, PETA's humane education kit that includes an interactive multimedia program with beautiful animal footage. We have already distributed it to every elementary school in the U.S., and it has now been translated into 12 languages for use worldwide. As one teacher said after using the kit, "Kids love animals, and now my students really think about how to express their concern and show responsibility toward animals."

Equally popular are PETA's free colorful comic books: "An Elephant's Life," which compares the dismal existence of captive elephants to the rich lives of elephants in their natural habitat, and "A Chicken's Life," a fun story about three rescued chickens

"Children trained to extend justice, kindness and mercy to animals become more just, kind and considerate in [their relations] to each other."

—National PTA Congress

who teach kids about empathy—the ability to "put yourself in someone else's shoes."

We also quickly respond to cruelty cases involving young people by dispatching *Share the World* and our "Raising Kind Kids" brochures to schools in affected areas to help teachers guide classroom discussions. In addition, we contact the local media to highlight studies showing that young people who are violent toward animals often later commit acts of violence against other human beings.

Keeping the "Life" in Life Science

Students should always have the right to make the grade without killing animals. Now they can choose from more than 400 dissection alternatives, such as models, laser discs, and software programs. Our education specialists give students the information and tools that they need to exercise their right to refuse to dissect animals, including animal-free alternatives, humane science projects, and how to get involved with local animal rights activities.

PETA also directs a Student Activist Network that assists students in grade levels K through 12 across the country with ideas and materials to help them promote compassion and respect for animals in their communities. And PETA's free

"zine that bites back!" *Grrr!*, is a biannual magazine for kids of all ages that provides readers with simple and fun ways to help animals, including easy recipes, cruelty-free fashions, puzzles, and fun facts.

The impact has been phenomenal, as one young activist recently told us. "I was on the Internet one afternoon, ... when I came to a Web site where you could send away for a free issue of [*Grrr!*]. ... The magazine was all about becoming a vegan and animal rights. I couldn't imagine giving up meat. ... But I decided to read it and was shocked by the stories. ... I, like many people, wanted to help. But what could I, a 14-year-old girl, do? I became a vegetarian. I know it's not big or world-changing, but it's a step in the right direction."

Kids and teens are our future policymakers, scientists, consumers, and parents. By working to maximize our networks of teachers, students, and college students, our Education Department continues reaching out to them today in ever-increasing ways for a brighter, freer tomorrow for animals.



PETA's Legal Eagles



Matthew Penzer, Susan Hall, Jeff Kerr, Lori Kettler

Four remarkable players make up the legal team that is responsible for many of PETA's hard-won victories for animals in and out of court. You will find them speaking "legalese" on the phone or poring over haystacks of legal documents, looking for the needle that will bring us a victory for animals. Whether they are arguing for our right to express our animal rights opinions or against the Environmental Protection Agency's vivisection programs, these legal practitioners provide a lifeline to animals who suffer in a sea of unregulated abuse.

Jeff Kerr

A graduate of the University of Virginia School of Law, Jeff Kerr came to PETA more than seven years ago with a mission to fight for the rights of all animals. "I attended a lecture entitled 'Did Your Food Have a Face?' that changed me forever. I went home that evening and threw out every animal product in my kitchen. Within six months, I was working at PETA."

An experienced trial and appellate litigator, Jeff serves as general counsel and director of corporate affairs. He is responsible for all legal issues that confront PETA, the PETA Foundation, and all the PETA entities around the world, as well as legislative matters at both the state and federal levels.

Among the most fundamental tasks of Jeff's office is defending our ability to speak out for animals. In that regard, Jeff is most proud of his involvement in PETA's victorious litigation against vivisection laboratory Huntingdon Life Sciences (HLS). After releasing photos,

video footage, and other documentation to prove HLS' abuse of animals, PETA was sued for \$10 million by HLS, which came after us with one of the largest law firms in the country and spent more than \$2 million in an attempt to ruin us.

Thanks in part to Jeff's efforts, PETA achieved a settlement in which not only did HLS dismiss the suit, but PETA did not pay HLS a single penny of the animals' money, either. Plus, because of our complaint, the U.S. Department of Agriculture fined HLS \$50,000 for several violations of the Animal Welfare Act.

For Jeff, every day brings new opportunities to fight for PETA's right to speak out for all beings. "Simply put, I have the greatest legal job on the planet."

Matthew Penzer

Three years ago, Matthew Penzer joined PETA as legal counsel in our Policy Department and has never slowed down. Matt went to law school at the University of Florida in Gainesville with the intention of using his degree to fight for animals. After graduating with honors, he went on to run his own law firm. He now focuses on using animal protection laws in innovative ways.

Matt's groundbreaking work has included a successful negotiation with the

largest school district in Vermont, resulting in the removal of all milk advertisements from its schools. He has brought unprecedented lawsuits against the California Milk Board for misrepresenting dairy farm conditions and recently won against KFC, stopping the company from making false statements about the treatment of chickens. He also files legal petitions, including one with the U.S. Department of Agriculture (USDA) calling for humane protection of animals raised on factory farms—the first petition of its kind.

With each legal challenge, Matt forces the nation's legal system and public to address often ingrained cruelty in our society. He has argued most ably for animals on television and radio programs, and headlines about his lawsuits have appeared in *USA Today*, *The New York Times*, *The Washington Post*, and scores of other papers across the country.

Says Matt, "One of the highest ideals of the law is to protect those who are unable to protect themselves. It's past time the law's protections encompassed the most innocent and defenseless among us, the animals."

Lori Kettler

Trained at Vermont Law School, Lori

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Kettler joined PETA three years ago as legal counsel for our Research & Investigations Department (R&I). She tends to the myriad legal issues confronted by R&I, her work primarily revolving around administrative law, relating to regulations and decisions of administrative agencies.

“It’s past time the law’s protection encompassed the most innocent and defenseless among us, the animals.”

This includes using the Freedom of Information Act (FOIA) to gather information about businesses and governmental agencies that use and abuse animals, including the number of Animal Welfare Act violations that circuses incur. She also addresses and challenges licensing and permit issues with the U.S. Department of Agriculture and the U.S. Fish and Wildlife Services.

Lori’s perseverance has proved to be the critical factor in more than one instance. One of her victories involved a battle against the city of Virginia Beach, Va., after officials approved plans for a dolphin tank. Lori exposed corruption in the program and sank the city’s plans, saving many of these complex animals from the misery of captivity.

Lori’s complaint to a prosecutor about an undercover investigation of a pig farm led to felony cruelty-to-animals charges, and her legal battle for several mistreated polar bears helped result in

their rescue from a Puerto Rican circus.

Lori’s goal is to force the USDA to fulfill its responsibilities under the Animal Welfare Act. And her secret for success is integrity. “The best way to encourage others to do the right thing, whether it’s a prosecutor or a meat-eating family member, is to command respect.”

Susan Hall

After being a PETA member for 18 years, as well as a member of PETA’s Augustus Club and Vanguard Society, Susan Hall visited PETA headquarters in February 2003.

“I left feeling that I had experienced something genuinely transcendent,” she says. “I wanted—indeed needed—to become a part of this movement to end the slaughter of the innocents.”

In March, Susan joined PETA’s staff as legal counsel in the Research & Investigations Department. She provides legal counsel on government testing issues and related programs and is responsible for pursuing government agencies such as the Environmental Protection Agency (EPA) through litigation.

She also initiates FOIA requests to government agencies, addresses questions raised in connection with the EPA’s high production volume chemical-testing program, and drafts animal-friendly shareholder resolutions for presentation at annual meetings of corporations. In addition, she evaluates the merits of potential suits against government agencies to curtail and ultimately end animal tests.

Born in Minneapolis, Susan attended Rutgers University Law School and then joined a law firm where she met her husband, Dan. They later formed their

own law firm with three other lawyers in 1994, where Susan stayed until coming to PETA.

“My goals for the future are to apply every legal ability I have toward animal liberation,” she says, “and to live my life in harmony with that goal.”

A Gift at Year’s End

Although the last thing that anyone likes to think about is their taxes, the year’s end is a very popular time for charitable gift-giving. Gifts made to PETA before the end of the year not only provide important support and stability to our programs but can also bring you tax benefits come next April.

PETA is a registered 501(c)(3) nonprofit organization, and as long as your gift to PETA is received before the start of 2004, it will apply to your 2003 taxes. Cash, stock, and other securities, personal property (including all types of cars, boats, and other vehicles), and real estate are all valuable gifts that bring much-needed resources to the task of helping animals. For more information about the different ways that you can make a year-end gift, please contact **Tim Enstice**, PETA’s planned gifts manager, at **757-622-7382, extension 1610**, or via e-mail at **TimE@petaf.org**.



Your Special Ones

Animals You Have Saved



Burton Butler

Augustus Club member Burton Butler has always had a heart for animals. Even as a child, he sensed that many did not care about animals in the way he did. Now Burton not only continues to care, but is also making a world of difference for the orphaned skunks whom he rescues and rehabilitates.

Through Burton's local wildlife rehabilitation center, he fosters baby skunks that the center receives from humane societies, animal control agencies, and individuals. Many times, the babies' mothers have been hit and killed by cars. Burton and his team raise the babies and provide them with the tender loving care and nourishment that they need to survive in the wild. Burton

reports that the babies do not spray him, as they consider him their "mom."

Once the babies are old enough to be released, Burton takes them to an isolated area, far from traffic and people, with a nearby water source, and sets them free.

When he's not working with baby skunks, Burton also rescues and releases adult skunks. Local residents contact him when they have visiting skunks, either in or under their homes, and Burton comes to the rescue. Says Burton, "The people who call are very glad to see me!" And we believe that the skunks are, too!

Mo Donna Friedson

Mo had been living in a Manhattan parking lot when he arrived at Augustus Club member Donna Friedson's apartment for an "overnight visit." Donna's neighbor, who often rescued animals, had asked her to take in Mo for just one night.

Now, more than five years later, guess what? Right. Mo is still with

Donna. She reports that Mo is a real dynamo who operates in two speeds: on and off. And when he's on, Mo keeps Donna and her two other cats, Feline and Francesca, amused with his wild and crazy antics.

But, while he can be mischievous at times, Donna says that Mo "is a real sweet pussycat" who can as easily spend hours fetching and retrieving his favorite toy, a Q-tip, as relaxing in the way that this photo (taken during his "off" time) depicts. Says Donna, "It is hard to imagine life without Mo. He is a character and keeps us laughing."



We invite you to send in photos of your animal companions. Please remember to enclose:

- a note giving us permission to use the picture 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.

Please send your pictures to **PETA, Augustus Club, 501 Front St., Norfolk, VA 23510.**

Thank you!