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.
Putting a New Face on Animal Rights

PETA's Education Department

The wheels of our Education Department are spinning as we conceive of new ways to reach as many 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 our Education Department launched peta2.com, an interactive Web site for Generation Y—ages 13 to 19—one of its key goals has been to grab the next generation, they are putting a new face on animal rights. 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.

The site's super-hip "Out There" section features teen idols from the hot topic with teens across the Web site for Generation Y—ages 13 to 19—one of its key goals has been to grab the next generation, they are putting a new face on animal rights. 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.

"Children trained to extend kindness, justice and mercy to animals become more just, kind and considerate in their relations to each other."
—National PTA Congress

Math Is Morality-Teaching Kindness Should Be

It has been said that teaching children to respect animals is one of the most important and effective ways to teach children compassion for all living beings. 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.

Math is a morality-Teaching kindness should be

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Four remarkable people make up the legal team that is responsible for much of PETA's hard-won victories for animals and in court of law. You'll find them in the courtroom, arguing over hundreds of legal documents, in the street, challenging the laws that treat animals like a trophy for a victory for animals. Whether they are arguing in court to express our animal rights opinions or against the Environmental Protection Agency's (EPA) enforcement of the Animal Welfare Act, they are using their voices to fight for the rights of all animals. With the help of many other PETA lawyers, we have achieved a settlement in which not only did HLS dismiss the suit, but PETA did not have to pay HLS a single penny of the animal money either. Plus, because of our complaint the U.S. Department of Agriculture fined HLS $10,000 for several violations of the Animal Welfare Act.

Jeff Kerr

A graduate of the University of Virginia School of Law, Jeff Kerr came to PETA for the right to have a dog. He knew it was not big or world-changing, but it was 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-amazing ways for a brighter tomorrow for animals and people.

An experienced trial and appellate lawyer, Jeff is the "Voice of the Voiceless" and director of corporate affairs. He is responsible for all legal issues that come 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 part in Jeff's efforts, PETA did achieve a settlement with HLS. Now the only thing HLS can do is shut down. Jeff's office is defending our ability 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 a major in animal law and went on to obtain his law degree from Harvard University. Matthew is PETA's first animal law attorney and is working at PETA as legal counsel in our Policy Department.

Matthew has been married since 1998 to Susan Hall, director of corporate affairs. He is responsible for all legal issues that come 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 part in Jeff's efforts, PETA did achieve a settlement with HLS. Now the only thing HLS can do is shut down. Jeff's office is defending our ability to speak out for all beings. "Simply put, I have the greatest legal job on the planet."

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Lori Kettler
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**

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.”

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**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!