

November 12, 2013

Andrew Messick
CEO
World Triathlon Corporation

Via e-mail: andrew@ironman.com

Dear Mr. Messick,

We are writing as triathletes who have participated in many IRONMAN events as well as on behalf of People for the Ethical Treatment of Animals (PETA) and our more than 3 million members and supporters worldwide regarding your partnership with the Milk Processor Education Program's REFUEL | "got chocolate milk?" Campaign. We urge you to end the partnership and promotional campaign with this cruel industry and to consider a kind, healthy option that offers athletes better performance and recovery benefits without perpetuating the mistreatment of animals. May we set a time to meet and discuss this subject further?

Cow's milk is loaded with artery-clogging cholesterol and saturated fat, and it has been linked to everything from cancer and heart disease to diabetes and strokes. Fortified plant-based milks are delicious and contain all the calcium, protein, and vitamin D of dairy products but with none of the cholesterol or hormones found in cow's milk. Of course, there is an array of products specifically designed to help athletes recover and excel, including by other partners of yours. Successful vegan triathletes such as Hillary Biscay, Scott Jurek, Brendan Brazier, and Rich Roll are shining examples of the positive effects of a plant-based diet on maintaining energy levels leading up to races and shortening recovery times after an event.

Investigations have shown that 50 percent of cows on factory farms suffer from a painful udder infection called mastitis, and 40 percent of cows are lame as a result of perpetual confinement. Cows can naturally live to be more than 20 years old, but animals exploited by the dairy industry are so exhausted from producing up to 4.5 times as much milk as they naturally would that by the time they are 4 or 5 years old, their broken bodies are sent to slaughter.

The IRONMAN events should be a celebration of health and vibrant life for all, humans and other animals alike. We urge you to end this promotion and instead focus on partnerships that are truly helpful for recovery and don't help promote the health risks and mistreatment of animals associated with the dairy industry.

We look forward to hearing from you about meeting as soon as possible. You can reach us at 323-210-2222 or via email at TracyR@peta.org. Thank you for your time and consideration.

Sincerely,

Tracy Reiman, Executive Vice President

Lisa Lange, Senior Vice President

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

Washington, D.C.

1536 16th St. N.W.
Washington, DC 20036
202-483-PETA

Los Angeles

2154 W. Sunset Blvd.
Los Angeles, CA 90026
323-644-PETA

Norfolk

501 Front St.
Norfolk, VA 23510
757-622-PETA

Oakland

554 Grand Ave.
Oakland, CA 94610
510-763-PETA

Info@peta.org
PETA.org

Affiliates:

- PETA Foundation (U.K.)
- PETA Asia-Pacific
- PETA India
- PETA Germany
- PETA Netherlands