



March 19, 2015

Al Gore  
Cofounder  
Live Earth

Kevin Wall  
Cofounder and Executive Producer  
Live Earth

Pharrell Williams  
Creative Director  
Live Earth Road to Paris

Dear Messrs. Gore, Wall, and Williams:

On behalf of People for the Ethical Treatment of Animals (PETA) and our more than 3 million members and supporters worldwide, we urge Live Earth to lead by example and serve only vegan foods at its Live Earth 2015 events.

As you know, animal agriculture is a leading cause of climate change, causing a staggering 51 percent or more of global greenhouse-gas emissions. According to findings from the United Nations, the main sponsor of Live Earth, and Live Earth's earlier official handbook, not eating meat is the "single most effective thing you can do" to reduce your climate-change impact. And as *The Guardian* recently reported: "Two recent peer-reviewed studies calculated that, without severe cuts in this trend, agricultural emissions will take up the entire world's carbon budget by 2050, with livestock a major contributor. This would mean every other sector, including energy, industry and transport, would have to be zero carbon, which is described as 'impossible.'"

You have an opportunity and a responsibility to help millions of people take an important action to reduce carbon emissions and set them on their way to a more environmentally friendly and kind path. It's only one meal on one day, but the impact would be felt around the world.

Live Earth can "take climate action now" by ensuring that the foods provided at its events are only those that leave the lightest carbon footprint. Please set a positive example by committing to serving exclusively vegan food at Live Earth events.

Please make this decision now. I look forward to hearing from you.

Very truly yours,

Ingrid E. Newkirk  
President of PETA

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OF ANIMALS

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