

augustus CLUB

Issue No. 49 | Summer 2009



Animals Don't Belong in Circuses

...a message from Ingrid E. Newkirk

Earlier this year, the world lost one of the greatest comic actors of all time, and animals lost one of their greatest defenders.

Bea Arthur helped us launch (and was a member of) our Augustus Club in addition to being an honorary PETA director and the winner of multiple PETA Humanitarian Awards. Her many contributions to PETA's campaigns included starring in an anti-fur public service announcement, placing anti-fur ads in playbills, calling for a boycott of KFC because of its cruel factory-farming practices, campaigning against the force-feeding of ducks in the foie gras trade, and speaking out against animal experimentation.

I think of Bea often, and I think she would have particularly liked this issue of our newsletter because she was such a vocal opponent of the use of exotic animals in circuses. We dedicate this issue to the memory of the wonderful Bea Arthur.

I'll never forget the first time I saw a circus and how appalled I was to see that animals were being beaten and intimidated into doing foolish tricks. What a cruel joke it was for the animal handlers to boast of their courage and death-defying prowess as they ruthlessly whipped terrified bears and lions who were defanged and declawed.

Circus public-relations flacks can deny that the animals are abused, but does anyone believe that a tiger would jump through a flaming hoop unless he or she knew that the alternative would be even worse?

Back then, to speak out against circuses was

practically considered blasphemy. Circuses provided fond childhood memories of family outings. But a lot has changed. PETA's circus campaign has changed people's attitudes over the years to such an extent that circus ticket prices have plummeted, audiences are sparse, and performance cancellations are increasingly common.

I hope you'll enjoy reading about our circus campaign in this issue, as well as getting to know our circus specialist, RaeLeann Smith, who is profiled on page 8. We also have a lovely article from Augustus Club member Carol Anderson, who has taken up the cause of circus animals in her community.

Now that summer is here, you won't want to miss the chance to serve up some of the delicious vegan recipes in this issue. And for some summer fun, please have a go at our crossword puzzle on page 6 and test your animal rights knowledge.

I'm so glad to be able to share news of PETA's work with you, knowing that you will be heartened by the progress for animals that is being made. Please know how thankful I am to you for making a lasting gift in support of PETA's programs. Together, we're making a difference!



Bea Arthur a true animal advocate



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Good Riddance to Animal Circuses

Most people in the U.S. grew up with certain attractions that were considered good, wholesome family entertainment (e.g., baseball games, carnivals, and amusement parks). For many families, animal circuses were at the top of that list. Thanks to PETA's efforts over the past 29 years, however, animal circuses are increasingly falling out of favor with each new generation of parents.

It's easy to see why—all it takes is one look at the video footage taken during PETA's circus investigations. In one video, an elephant handler with the Carson & Barnes Circus shocks an elephant with an electric prod while instructing a trainee to "[m]ake 'em scream!"

Ringling uses spiked clubs called "bullhooks" to intimidate elephants, digging the hooks into their sensitive ears, trunks, and legs. The circus forces elephants to travel around the country in poorly ventilated boxcars even when they are limping in pain. All of this has been documented in video footage taken by our Ringling trackers as they followed the circus on its tours.

Our Ringling trackers travel to dozens of cities, demonstrating outside performances, screening our footage on portable video monitors, distributing tens of thousands of leaflets detailing how Ringling abuses animals, and handing out comic books illustrating the plight of elephants in circuses.

As a result, countless people around the country have embraced PETA's message that circuses are no place for animals. For example, four families arrived at a Ringling performance in Denver and were on their way to buy tickets when they saw our trackers. After they spent 15 minutes talking with our team, they all left without buying tickets, and a 17-year-old girl from one of the families even returned later that week to protest with us!

After the tracking team's tour in North Carolina, this terrific comment was posted on PETA's blog: "Just wanted to thank you for the information given at the circus in Charlotte, N.C., this past weekend. As promised, I did check out the website and have shared that information with numerous co-workers and friends who also attend the circus here. As a result NONE of us will ever support an organization such as Ringling Bros. and Barnum & Bailey Circus. Thank you for taking your time to educate others about this horrible abuse! —Shari."

In Cincinnati, our circus trackers encountered two restaurants that had Ringling promotional displays on their counters. After our team left a stack of DVDs and leaflets, one restaurant manager removed the Ringling display, and the other restaurant manager not only removed the display but also set up in its place a rack on the counter for our DVDs and leaflets!

Thanks to PETA's efforts, Ringling's reputation also recently suffered a "black eye" in Cincinnati when a demonstration was held outside the show by some very special protesters—a group of nuns from the Franciscan Sisters of the Poor. What a wonderful sign that segments of society who have not traditionally been active for animals are taking up the cause!

In addition to tracking the circus on tour, PETA also goes after Ringling in a variety of other ways with fantastic success. We have filed several formal complaints with the U.S. Department of Agriculture (USDA) that have led to at least six separate federal investigations of the circus, and we are confident that Ringling will be held accountable for violations of the Animal Welfare Act.

When Denny's—one of the largest restaurant chains in the U.S.—started holding promotions for Ringling, PETA responded with a barrage of actions, including protests at Denny's headquarters and at company CEO Nelson Marchioli's speaking engagements, mailings to the more than 1,300

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Denny's franchisees, personal meetings with restaurant managers, e-mail alerts to PETA members, a spoof Web site called "DeadlyDennys.com," and a shareholder resolution calling on Denny's to sever ties with Ringling.



Kiwanis—service clubs long known for bringing circuses to town in order to raise money—have advised their organizations to avoid using circuses in the future after PETA contacted them.

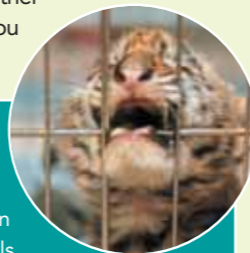
PETA has also carried out successful rescue missions, as in the case of the sick and undernourished polar bears in the Suarez Bros. Circus. This circus toured tropical areas such as Mexico, the Caribbean, and Central and South America with, believe it or not, performing polar bears. Sweltering in the tropical heat, the bears were as thin as rails and were being beaten in order to make them perform. After months of tireless work, PETA was able to get all but one of them confiscated by the U.S. government and placed in U.S. zoos, where they now happily dive into cool water, play with toys, and relish winter snows for the first time since they were captured.

PETA was also responsible for the rescue of a dozen elephants from a company called Hawthorn that rented animals to circuses. These elephants were beaten, neglected, and chained for weeks at a time, and they lost several of their companions to tuberculosis. After we provided evidence of the abuse—including video footage—to the USDA, the agency filed charges against the company for multiple violations of the federal Animal Welfare Act and subpoenaed PETA to testify at a court hearing. As a result, the owner was ordered to relinquish custody of 16 elephants, and most were sent to beautiful sanctuaries that had other elephants to befriend, ponds to bathe in, and forests to explore.

These are just a few of the many ways in which your support of PETA is causing animal circuses to go the way of "freak shows" and other shameful pastimes that truly belong in the distant past. As a sure sign of progress, Ringling and its ilk are being outsold by Cirque du Soleil and other marvelous animal-free circuses. Thank you for making this progress possible!

You Can Help

If your local schools take students on field trips to circuses that use animals, please meet with the school board and ask that only animal-free circuses be patronized. A guide to help you approach your school board is available at Circuses.com or by calling Megan Grigorian at 757-622-7382, extension 8782.



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As a result, Denny's ended its partnership with Ringling! Denny's joins MasterCard, Liz Claiborne, Lukoil, Harris Teeter, and Sears, Roebuck and Co. in severing ties with Ringling as a result of PETA's efforts.

Ringling is not the only circus that PETA targets. Giant corporations such as General Mills, Ford, and Burger King have terminated their sponsorship of UniverSoul Circus because PETA explained to them exactly how circuses abuse animals. Even the headquarters of Lions Clubs and

Summertime Picnic Fun!

Creamy Potato Salad

Trick your friends with this improved, healthy version of this classic. They'll be surprised to learn that it is free of milk, eggs, and cholesterol.

6 medium potatoes, boiled until tender
½ cup vegan mayonnaise (try Veganaise)
¼ cup distilled white vinegar
1 large onion, chopped
1 cup chopped celery
Salt and pepper, to taste
Paprika (optional)

- Cut the potatoes into cubes. Combine all the ingredients in a bowl and season to taste.
- Sprinkle paprika on top, if desired.

Makes 4 to 6 servings

Georgia Peach Sweet Tea

2 cups cold water
5 tea bags black tea
12-oz. can peach nectar
½ cup slightly crushed fresh mint
3 Tbsp. sugar
1 peach, sliced into 5 parts
5 mint sprigs (optional)

- In a large saucepan, bring the water to a boil. Remove from the heat and add the tea bags. Cover and steep for 5 minutes. Remove and discard the bags.
- Stir in the nectar, mint leaves, and sugar. Cover and chill for 2 to 24 hours.
- Strain before serving. Pour over ice and garnish with the peach slices and the mint sprigs.

Makes 5 servings

Marinated Barbecue Tofu Sandwich

Tofu has the ability to absorb flavor, so marinating it produces impressive results. Baking accents this flavor and creates a hearty texture.

1 lb. extra-firm tofu
1 cup barbecue sauce (or sweet and sour sauce, spicy salsa, or olive oil with your favorite seasoning)
4 whole-wheat sandwich rolls
Sautéed onions, diced bell peppers, etc.

- Drain the tofu and cut it in half horizontally to make two pieces.
- Wrap the tofu in a clean towel, carefully press it between two baking sheets with a small weight on top to remove excess water (don't crush the tofu), and refrigerate for an hour or more.
- Unwrap the tofu and place in a shallow baking dish. Spoon ½ cup of barbecue sauce over the tofu, cover the baking dish, and let the tofu marinate in the fridge for at least several hours. The longer the tofu marinates (up to five days), the more flavorful it will be.
- Place the marinated tofu on a lightly oiled baking sheet and bake at 400°F for 1 hour.
- Slice the sandwich rolls open, cut the tofu into thin slices, and divide among the rolls. Mix the sautéed onions, bell peppers, etc., with the remaining ingredients.

Makes 4 sandwiches

Shake-and-Make Soy Ice Cream

Fun with the kids and grandkids!

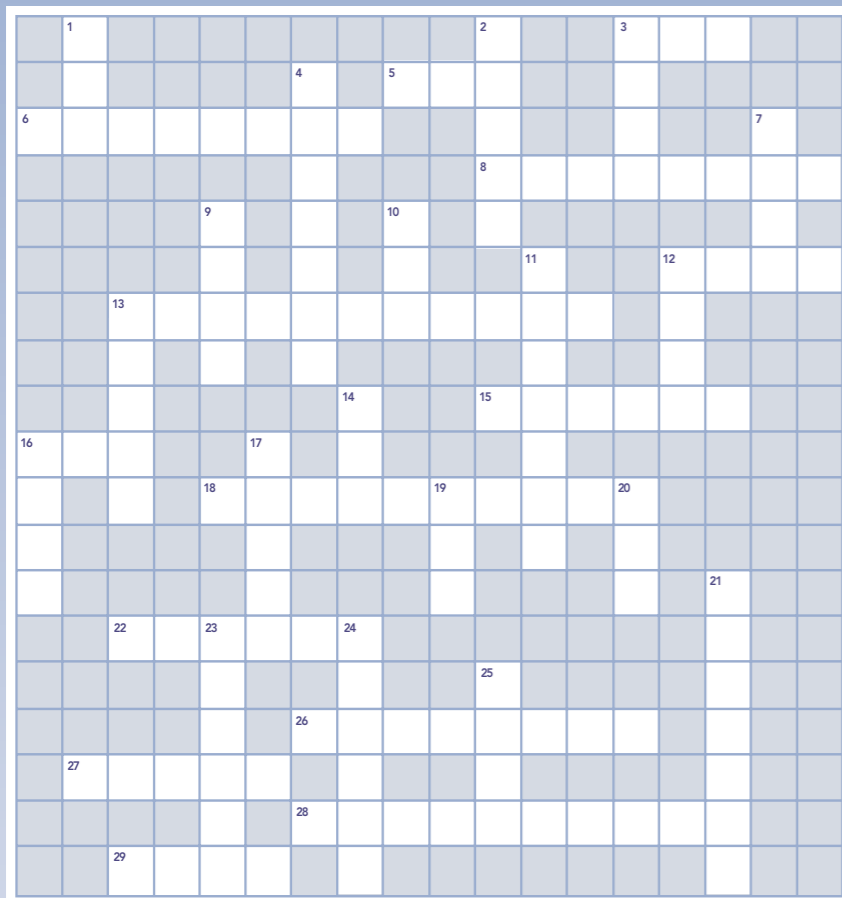
1 gallon-size plastic zip bag
6 Tbsp. rock salt
2 Tbsp. sugar
1 cup vanilla soy milk
½ Tbsp. vanilla
1 pint-size plastic zip bag
Cones
Multicolored sprinkles (optional)

- Fill the gallon-size plastic bag half full with ice. Add the rock salt and set aside.
- Pour the sugar, soy milk, and vanilla into the pint-size zip bag and seal.
- Place the pint-size zip bag inside the gallon-size zip bag and seal.
- Shake the bag for 5 to 7 minutes.*
- Use scissors to cut away a corner from the pint-size bag, then squeeze the soy ice cream into the cones, soft-serve style. Top with sprinkles, if desired.

*Note: Use oven mitts to prevent your hands from getting too cold.

Makes 2 servings





Across

3. This top Gunn of *Project Runway* narrated PETA's video exposé of the fur industry.
5. To get people to look at fish in a new way, PETA is urging everyone to call them "___ kittens."
6. Caring_____.com is a Web site with a searchable database of hundreds of companies that have stopped testing cosmetics and personal-care and household products on animals.
8. One of the monkeys whose plight in a Silver Spring, Md., laboratory helped unite compassionate people and form PETA and the modern animal rights movement in America. (Hint: Our club is named after him.)
12. Stanford University scientists discovered that these aquatic animals have the reasoning capabilities of a 5-year-old child.

13. Using live animals for painful and invasive experiments
15. Actor Rourke, a 2009 Oscar nominee and Golden Globe winner, who recently starred in a PETA ad about the importance of spaying and neutering our animal companions
16. An acronym for the government agency that agreed (after a PETA action alert) that no more animal testing was necessary for the plant-based sweetener stevia (which has been used safely for decades in other countries), sparing thousands of animals from pointless suffering
18. What people who don't eat meat are called (other than "hero")
22. PETA fights to save these animals from the dangers of racetracks and carriage-pulling on city streets.
26. "The Cruellest Show on Earth"

27. PETA provides a _____ for animals who can't speak for themselves.
28. PETA has convinced many school districts to cancel plans for donkey _____ games.
29. More and more companies are pledging not to use great _____ in their advertising.

Down

1. Like a jail for animals, but with spectators—and the "inmates" have done nothing wrong
2. Designer Donna, who dumped fur from her fashion line following a PETA campaign
3. This versatile soy food can stand in as a healthy alternative to meat and dairy products in both sweet and savory dishes.
4. A type of donation to PETA that will provide vital support for our lifesaving work for animals well beyond our own lifetimes
7. Animals are not _____ to eat, wear, experiment on, use for entertainment, or abuse in any way.
9. On Valentine's Day, it's worth remembering that animals feel this emotion too.
10. This fast-food chain continues to refuse to raise the required welfare standards for the birds raised by its suppliers, even though the improvements were recommended by its own hand-picked advisory board.
11. Our campaign against cruel military training in which dogs were stabbed repeatedly led to the first-ever animal protection regulations in this country.
12. Humans and animals should be able to live _____ of unnecessary suffering.
13. Someone who chooses alternatives to eggs and dairy products as well as to meat
14. Ms. McClanahan, an honorary director of PETA, has a heart that is as "Golden" as her considerable acting talent.
16. The only kind of fur to wear
17. The attention given to the upcoming Olympic Games in Vancouver is helping PETA put pressure on officials

How to Change the World

PETA MEMBERS IN ACTION!

We are leaving a legacy with everything that we do or don't do. A few years ago, I became enraged when I found out that a traveling circus with elephants was coming to my Chicago suburb once again. I am proud to say that I did something about it rather than sitting and complaining about how this just shouldn't be. Along with a group of caring people, I handed out brochures about the abuse of elephants in circuses and had one-on-one conversations with people as they entered (or in a couple of cases, changed their minds and decided not to enter!) the circus. I compiled information on elephants who perform and created informational packets, which I sent to the trustees of the venue that hosted the circus. I even spoke on TV in front of the mayor and City Council and gave them packets too. The mayor was particularly displeased because he was very eager to have his picture taken while riding on one of the elephants.

All of these actions were really outside of my comfort zone, but the trustees finally voted to discontinue having the event on their grounds! Wow. It was so satisfying to know that I did make a real and significant difference. I later ran into a banker friend who is on another board with me, and he said, "Weren't you speaking out against the circus?" I thought, "Oh no, he will think I am a fool." His response was, "That was really great. I wish that I had the courage to do that." I think this illustrates that sometimes we have no idea about the size of the impact that we make. That circus will not come here again. Ultimately, that makes a big difference, and I was the person who caused that change.

- in Canada to end that country's bloody annual massacre of these baby animals.
19. The species of animals PETA fights for
20. The response to an action alert posted by PETA after learning that six monkeys slated for retirement had been sold for invasive brain experiments caused this Manhattan-based university

- to reconsider and send the animals to a sanctuary instead.
21. The Virginia city where PETA is headquartered
23. Monthly donations to PETA's Investigation & _____ Fund make it possible for PETA to uncover abuses and protect animals from suffering.
24. Although it sounds like the devil, this wheat-based alternative to meat is

- heavenly when cubed in salads, cut into nuggets, or sliced for cutlets.
25. Walgreen's, CVS, Rite Aid, and Safeway are some of the store chains that are being nice to mice by refusing to sell _____ traps, and PETA is working to persuade Lowe's to join their ranks.

See Page 8 for answers.



How do you want the world to be? Are you willing to do something about it? My vision is that all living beings will be recognized and honored for their contributions. That is the context for my life. How can our vision be expressed in the world? By the decisions we make and the actions we take every day. We were successful in stopping the traveling circus after a lot of hard work. This is one way that I expressed what is important to me, and I helped make life better for animals. Then I started to look at other ways that I could make a significant impact.

Since PETA can be more effective in achieving its goal of ending animal suffering with the help of more money, I decided to name PETA as one of the beneficiaries in my will. I will still be speaking out for animals every day, of course. But I am also making a statement with my money that will help PETA save animals in future generations. We are changing the world!

Carol Anderson is a longtime PETA supporter, the guardian of two small dogs, and the CEO of Anderson Wealth Advisors LLC. She is also a guest blogger for **PETAPrime.org**.



Meet RaeLeann Smith,

Circus and Government Affairs Specialist

Prior to her arrival at PETA, RaeLeann Smith completed an MBA and landed a well-paying job at Morgan Stanley. But it

wasn't long before her passion for animal rights spurred her to apply for a job at PETA, where she's been a model of successful activism for the past 10 years.

As PETA's circus and government affairs specialist, RaeLeann spearheads a wide variety of initiatives. Primary among them is lobbying for legislation to prohibit the use of harmful devices such as bullhooks, chains, and electric prods on elephants. Not surprisingly, Ringling and other circuses are throwing tons of resources into lobbying against such legislation. Nevertheless, we're making slow but steady progress.

RaeLeann played a vital role in getting the Chicago City Council to introduce a precedent-setting elephant protection bill. Its passage would mean that training methods that subdue and dominate elephants with beatings and bullhooks would be illegal.

Last year, RaeLeann arranged for two important witnesses to testify at the hearing for the bill by the City Council Committee on Parks and Recreation. Retired Palm Bay, Fla., Police Officer Blayne Doyle spoke of being forced to shoot a rampaging elephant named Janet who ran amok with a mother and five children on her back. Former Ringling employee Archele Hundley described a 30- to 45-minute beating of a chained elephant with a bullhook that left the animal bleeding from wounds on her face and body. Although the bill's prospects are currently uncertain, we are excited to have blazed the trail for future legislative efforts in Chicago and in cities around the U.S. to fight elephant abuse.

In addition, two delegates from Charleston, W.V., reintroduced state legislation to restrict cruel elephant-training methods after meeting with RaeLeann.

RaeLeann also oversees PETA's Law Enforcement Outreach Program, in which we train local animal control officers and others how to investigate and prosecute cruelty to animals, particularly elephants, in circuses. This is crucial because most humane officers never receive training in this area and need to know specifically what to look for.

In addition to mailing out free elephant-inspection guides to animal control agencies, PETA attends animal control conferences all over the U.S., where we display a bullhook and an electric prod and screen video footage of the terribly cruel "training" that elephants in circuses must undergo. The attendees also get to see and feel WonderDust—the gray powder that circus handlers use on elephants to cover the bloody wounds left by bullhooks. We teach about all aspects of an inspection, including the permits and documents that are required, the importance of being present for the unloading of the animals, and the tactics commonly used by circuses to delay and intimidate humane officers.

Years of experience have made RaeLeann an expert in filing complaints with the USDA about abusive animal acts. Last year, after learning that an Asian elephant named Ned was being severely neglected by a Florida-based circus trainer (Ned was 2,000 pounds underweight!), RaeLeann didn't hesitate to act. PETA's complaint helped convince the USDA to confiscate poor Ned, who was moved to an elephant sanctuary. By the time of his rescue, Ned's health had deteriorated to such an extent that even the best medical treatment could only postpone his death by a few months. However, we are grateful that Ned's last months on Earth were filled with the loving care he deserved and that he was finally free of the torment of bullhooks and chains.

RaeLeann joins all of us here at PETA in saying "Thank you!" for enabling us to make a difference in animals' lives.

Answers to crossword puzzle on page 7

Across: 3. Tim, 5. Sea, 6. Consumer, 8. Augustus, 12. Fish, 13. Vivisection, 15. Mickey, 16. FDA, 18. Vegetarian, 22. Horses, 25. Ringling, 27. Voice, 28. Basketball, 29. Apes
Down: 1. Zoo, 2. Karan, 3. Tofu, 4. Bequest, 7. Ours, 9. Love, 10. KFC, 11. Bolivia, 12. Free, 13. Vegan, 14. Rue, 16. Faux, 17. Seals, 19. All, 20. NYU, 21. Norfolk, 23. Rescue, 24. Seitan, 25. Glue