

PETA's augustus CLUB

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PETA Is the Internationally Recognized Leader in the Fight Against Animal Testing

... a message from Ingrid E. Newkirk

Last year, with the support of Augustus Club members like you, PETA achieved the biggest anti-vivisection victory in history—our scientists led an effort that has *prevented as many as 4.4 million animals from being poisoned and killed in painful chemical tests!*

This is what happened: A few years ago, the European Union (EU) passed a law called REACH—Registration, Evaluation, Authorisation, and Restriction of Chemicals. Perhaps you're wondering, "With the huge animal-testing obstacles that we face in the U.S. alone, why is PETA taking on EU regulations as well?"

Here's why: If U.S. chemical manufacturers sell their products overseas, they must abide by overseas regulations—and REACH is going to be the largest chemical-testing program in history!

Because we are the only animal protection organization whose scientists meet regularly with the top U.S. chemical manufacturers and trade associations, we learned that massive duplicative animal testing was starting to occur under REACH. In other words, even more animals were going to die as companies attempted to follow the complicated EU directives.

PETA U.S. and PETA U.K. decided on a course of action and sent a joint letter—which we wrote with help from European animal protection groups—to the agency that administers REACH. Our experts proposed a detailed solution. Less than a month later, the agency

issued new guidance to manufacturers to ensure that the duplicative animal tests did not take place.

On behalf of the **more than 4 million individual animals who will be spared** from agonizing tests as a result of this victory, I want to thank you for playing a vital role in this historic success for animals!

On page 2, you'll find news of even more progress that PETA has made in our campaign to replace animal tests with non-animal methods. In this issue, I also have the pleasure of introducing you to our vice president of laboratory investigations, Kathy Guillermo. As you'll see from her interview, Kathy's many years of dedication and hard work have helped establish PETA as the number one force fighting in behalf of animals in laboratories.

As part of the Augustus Club, your commitment to PETA's work means that our programs keep getting bolder and more effective. All of us at PETA hope that 2010 brings you much happiness—compassionate people like you deserve it!

Ingrid





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Thanks to PETA, Animal Tests Are Going the Way of the Typewriter

Because of the support of Augustus Club members like you, PETA is at the vanguard of the fight against animal testing—and always has been. When our undercover investigation of Biosearch—an animal testing company—revealed that substances were dripped into the eyes and onto the shaved skin of rabbits and that kittens were force-fed chemicals, we had the evidence that we needed to launch our massive campaign against the testing of cosmetics and personal-care and household-cleaning products on animals.

Some of the first major corporations that went cruelty-free as a result of PETA pressure were Avon, Revlon, and Estée Lauder. In the ensuing years, **more than 950 companies** have followed suit and appeared on PETA's list of cruelty-free brands.

As our campaign continues to thrive, peta2—PETA's youth outreach division—is working to persuade a whole new generation to go cruelty-free in order to ensure that animal testing is shunned by tomorrow's consumers.

Last summer, peta2 launched its "Animal Testing Breaks Hearts" campaign, which features a computer game, viral videos, T-shirts designed by trendy youth-oriented clothing companies, and even a new iPhone application called "Be Nice to Bunnies." The application allows users to load PETA's Caring Consumer database onto their iPhones so that they have a searchable list of companies that do and that don't test on animals at their fingertips when they go shopping.

In addition, peta2 staffed more than 350 concerts during the phenomenally popular Rise Against and the Vans Warped Tour rock concerts in order to distribute literature and DVDs and promote the campaign. It was a huge success—more than 232,000 young people signed our "Animal Testing Breaks Hearts" petition and pledged never to buy products that are tested on animals.

A partner in the "Animal Testing Breaks Hearts" campaign is an organization called Keep A Breast, whose aim is to encourage young women to get regular breast exams so that breast cancer can be detected early. A terrific indicator of just how far we've come is the fact that Keep A Breast actively campaigns *against* using animals in cancer research.

That's a big departure from what most health charities do, and it brings us to yet another area in which PETA is making a difference for animals in laboratories.

Cruelty-free *living* also means cruelty-free *giving*. PETA is part of a coalition of animal protection organizations that identifies charities that are committed to advancing research or providing vital services and care to patients *without* relying on the use of animals. This makes it easy

for people to find cruelty-free organizations such as the Muscular Dystrophy Family Foundation that are worthy of their donations and allows them to avoid giving to charities that fund experiments on animals (such as the Muscular Dystrophy Association). This campaign is a great way to educate the public about animal experiments and show health charities that the public wants to fight diseases without harming animals.

Most people associate the terms "animal testing" and "cruelty-free" with cosmetics, personal-care products, and household-cleaning products. But what many people may not know is that many other industries also conduct animal tests. In fact, in one of our earliest national campaigns, we urged General Motors to stop using animals in automobile crash tests. (And we won!)

PETA is at the vanguard of the fight against animal testing—and always has been.





Cat and dog guardians were shocked to learn how animals suffered in pet food tests after PETA released a report on an undercover investigation of a laboratory hired by Iams. Dogs had gone insane from confinement inside barren steel cages and concrete cells. In addition, dogs were surgically debarked, and some dogs who had had chunks of muscle removed from their thighs were left piled on a filthy paint-chipped floor. Horribly sick dogs and cats were left to suffer in cages without any veterinary care.

Until we released the results of our investigation, most people had never heard about the dark side of the industry, and our campaign has inspired consumers across North America to boycott cruel companies such as Iams and only patronize pet food manufacturers that don't test on animals in laboratories.

It seems that there's no limit to what people will test on animals—animals have even been used to test fruit juice! POM Wonderful and Welch's were the targets of public outrage when PETA discovered that the juice companies had funded experiments on animals that involved surgically inducing erectile dysfunction in rabbits, suffocating mouse pups to the point of brain damage, and cutting dogs' chests open to induce blood clotting, among other cruel procedures. Tests like these are not required by law—they are strictly marketing gimmicks that are used to advertise the health-promoting properties of juice. Furthermore, such tests are useless because attempting to apply data from animal tests to humans simply does not work.

In a matter of months, through pressure tactics that included corporate negotiations, demonstrations, and

e-mails and phone calls to the companies from tens of thousands of PETA supporters, we convinced both POM Wonderful and Welch's to pledge that they would never again fund experiments on animals.

With the help of our Augustus Club members, we are closer to the day when sentient animals, who feel pain, fear, and loneliness just as we do, are no longer treated simply as test tubes—objects to be used and abused at will and then discarded like garbage. Thank you for pushing us ahead in our quest to replace animal tests with non-animal testing methods.

Cruelty-free living
also means cruelty-free giving.



You Can Help

Please buy only products from cruelty-free companies. By using the following resources, you can help stamp out animal tests:

- To find a list of cosmetics, personal-care products, household cleaners, and companion-animal products that are not tested on animals, go to CaringConsumer.com. You can also order a free pocket shopping guide at this site or request one by calling 757-962-8363.
- For lists of health charities that fund animal experiments and those that do not, go to HumaneSeal.org.
- Please visit Living.PETA.org for tips on living a cruelty-free lifestyle.
- To help us spread the word about animal testing, please go to PETATV.com, select the "Testing ... One, Two, Three" video, and e-mail it to everyone you know.

Canada's Seal Slaughter Must Stop



Over the past year, we have turned up the heat on our campaign to stop Canada's annual seal massacre—the largest slaughter of marine mammals on Earth.

Our action alerts have prompted thousands of calls from Canadians to their senators in support of legislation to ban the slaughter. Through our interactive Web site OlympicShame2010.com—a spoof of the Vancouver Olympics site—we've generated more than 130,000 e-mails to the 2010 Olympic Committee and Canadian Prime Minister Stephen Harper urging them to use their influence to end the massacre.

Our efforts have been strengthened by PETA members and activists who are helping us educate millions of people and making the Canadian government feel the heat of the international media spotlight through more than 400 demonstrations that PETA and our international affiliates have held at Canadian Embassies and other venues around the globe—including one demonstration outside the Canadian Embassy in Washington, D.C., in which PETA members

dressed as "bloodied" seals and blocked traffic by crawling onto Pennsylvania Avenue while Prime Minister Harper was in town. A number of celebrities—including actors Jennie Garth, Jorja Fox, and Owain Yeoman, television personality Kelly Osbourne, gossip king Perez Hilton, and beauty icon Pamela Anderson—are also lending their voices and influence by making attention-grabbing ads and appearances.

Our message has been unavoidable, particularly as crowds gather across Canada to watch the Olympic torch pass through their towns. They have been greeted by PETA members holding banners as well as by Sparky, a 12-meter-tall baby "seal"! The inflatable mascot bears a banner demanding an end to the commercial seal slaughter and is following the torch to each city until it reaches its final destination of Vancouver. However, while the torch may stop in Vancouver, our work won't until Canada ends the seal slaughter forever.



PETA's
True
Friends

Memorial
Program

PETA is proud to offer a wonderful way to honor the memory of a loved one who has been a true friend to animals or a companion animal who has been a true friend.

PETA's True Friends memorial program (TFMemorial.org) provides a lovely way to commemorate the contribution that a true friend made to your life and to share that tribute with others.

Through True Friends, you can create a special memorial page and send a link to others so that they can post their messages, memories, and condolences. PETA provides sample language that you can edit, or you can write your own tribute. Posting photos is also a wonderful way to preserve the memory of a special person or animal.

Adding an optional donation button to the page allows you to ask people to make donations in honor of the deceased in lieu of flowers. People who wish to make memorial gifts find this feature extremely helpful. We also make it easy to thank those who have made donations—we will e-mail you whenever a gift is made and automatically send a thank-you message to people who contribute to your memorial. You can use our suggested thank-you message or create your own.

There is no cost for creating a memorial. PETA is pleased to offer this special service to those who share our compassion for animals. Please visit TFMemorial.org for more information.

Meet Kathy Guillermo, Vice President of Laboratory Investigations



What was your first job at PETA?

I was in charge of the Caring Consumer campaign from 1989 to 1993. That was an exciting time. During those four years, our list of cruelty-free companies grew from 25 to 400!

What was your next position?

In 1993, I wrote a book, *Monkey Business*, about the Silver Spring monkeys case, PETA's first laboratory undercover investigation. I thought the book needed to be written because many people say that the case launched the animal rights movement in the U.S. It also marked the first time that an experimenter was convicted of cruelty to animals, and it was the first animal rights case to go all the way to the U.S. Supreme Court.

Once the book was done, what was next?

I joined PETA's Writers Group and was able to get dozens of opinion pieces on animal experimentation and other issues printed in the *Los Angeles Times*, *The Wall Street Journal*, the *Houston Chronicle*, the *Chicago Tribune*, and other major publications. In 2007, I began heading up our Laboratory Investigations Department.

I also lead PETA's campaign for horse-racing reforms. I used to show horses, play polo, and be a horse-racing fan. After Eight Belles was killed at the 2008 Kentucky Derby, my firsthand knowledge of the industry allowed me to help PETA push for massive reforms, including steroid bans in Kentucky and Maryland, the use of air-cushioned whips (which cause less pain), a ban on racing horses under the age of 24 months, increased drug testing, and much more—all of which have been implemented at Churchill Downs.

What is your proudest accomplishment?

According to the Foundation for Biomedical Research, public support for experiments using animals shrank from 70 to 54 percent from 2000 to 2008. And a recent Pew Research Center poll found that nearly 60 percent of adults under 30 oppose the use of animals in experiments. PETA takes the lead in anti-vivisection work, so I believe that our work to expose abuses in laboratories and to replace animals with nonanimal methods has helped the public to understand how cruel experimentation on animals is.

The change in public opinion is the beginning of the end of vivisection.

Are you optimistic about long-term changes in the world of animal experimentation?

Absolutely. Twenty years ago, when we contacted companies about their product testing policies, we couldn't even get our calls returned. For example, when Gillette ignored our efforts to meet, we had to resort to hanging banners from the flagpoles in front of its headquarters. We even stormed Gillette's employee cafeteria with VCRs and monitors and played undercover video footage of animal tests until security guards dragged us out. (It paid off—Gillette declared a moratorium on animal tests.)

But now when we contact companies about product testing, they call us back immediately, and most are willing to work with us—that's a huge change. And more hospitals and universities have also been willing to work with PETA to implement alternatives to using animals. For example, there was a neuroscience course at the University of California, Irvine, in which students induced brain damage in rats. However, after reviewing our information on non-animal methods, the school replaced the use of rats in the course with sophisticated computer simulations.

Are there any personal anecdotes about PETA that you would like to share with our Augustus Club members?

When I first applied to work at PETA, I didn't want to put my baby in day care. Ingrid said, "We let people bring their dogs to work—why shouldn't we have a baby here too?" So they built a Dutch door for my office. I would close the bottom half of the door and set up a little play area for my daughter Jilly—she was never out of my sight while I was working. It was wonderful. Jilly is now 21, and she and her younger brother and sister are PETA's most enthusiastic supporters!

Those of us who are of a certain age are concerned not only with the work to save animals right now but also with what the future holds for the animal rights movement. And thanks to PETA's one-of-a-kind youth outreach program, the younger generation is adopting a compassionate lifestyle like no other generation before them.

As the rockin', hip arm of PETA, peta2 reaches out to young people ages 13 to 21 to deliver serious animal rights messages in a way that appeals to today's youth. And it is now the largest youth movement in the world to be sponsored by a social change organization. PETA makes sure that it's fun to be a part of this group and that members will be inclined to spread the word to their classmates, at social gatherings, and in Internet contact groups.

Now peta2 has 267,000 friends on MySpace and 91,000 Facebook fans (and it's growing steadily every single day). Through a combination of viral marketing and a deep compassion for animals, the peta2 message is spreading. Indeed, a Twitter campaign is credited with getting one major retailer to stop selling fur! So make no mistake: All these numbers add up to victories for animals, not just numbers on the computer.

For three months every summer, peta2 staffers head out to rock concerts in a donated RV. The Vans Warped Tour—which has featured popular bands such as Chiodos, The Devil Wears Prada, 3OH!3, and A Day To Remember—is a favorite. Actually, the tour features more than 200 bands, and I've never heard of a single one of them. But all the kids have, and that's what counts—the total attendance this year was more than 1 million! Every year, peta2 sets up tables and booths, hands out leaflets, and signs people up to receive action alerts and more information about ways to help animals. How many people signed up this past summer? More than 220,000—in just three months! The organization's e-mail alerts now go out to 700,000 young people. Many of them become vegetarians or vegans as a result of the

information that they receive through peta2, and many become very active in saving animals in other ways as well.

For younger children, PETA Kids offers a unique Web site tailored just to them. Be sure to check out PETA's new magazine *The Kids' Guide to Helping Animals* as well. This 24-page publication covers the animal rights spectrum through lively photos, celebrity quotes, and many suggestions for actions that youngsters can take to help animals. How can kids speak up for animals? Read it to find out! Complete with cartoons, a crossword puzzle, and free stickers, this is age-specific content at its finest.

In addition to all its hip social networking and the direct contact that it makes with young people, PETA works with teachers through TeachKind to make animal rights a part of their formal education. This terrific program includes everything that you need in order to walk into a classroom and deliver material about compassionate living in effective and interesting ways. More than 7,000 people have already signed up for updates on that program—and I have heard several firsthand reports from educators who say that it's extremely effective and easy to use. TeachKind isn't just for full-time teachers, either: I know some retirees who are using it for guest presentations at their local schools, and they love it (see "You Are PETA" on page 8).

But while the number of young people joining PETA's fight for animal rights is astounding—as is everything that they've accomplished—the funding for this operation is up to us older folks. The young ones have the energy and enthusiasm—the heart—to fight for animals, but they don't have much money. And what keeps me working hard every day here in the PETA Foundation's Planned Giving Department is knowing that we are funding this fight for generations to come. PETA will grow bigger, stronger, and more effective as we pass the torch on to these young animal rights activists—you can be sure of that.

The Future of Animal Rights

By Steve Martindale

This article originally appeared on PETAPrime.org.



you ARE *PETA*

augustus
CLUB MEMBERS IN ACTION!

Tove and Michael Reese

Tove and Michael Reese have been together ever since they met while working for Alaska Airlines in Los Angeles. Michael was an Air Force fighter pilot during the Vietnam War and was credited with 225 missions. He continued his mastery of the skies as a commercial airline pilot. Tove was a flight attendant, and romance was in the air. When Michael retired about eight years ago, Tove was finishing her fine arts degree at Cal State Long Beach. She is now an accomplished painter of abstract landscapes who uses her maiden name, Tove Pisarelle, in her work.

The Reeses live just a ferry ride away from Seattle, where they are actively enjoying retirement. Tove and Michael are healthy, active, and energetic, in part because of their vegan diets, and they stay vibrant by bicycling every day, weather permitting. Thanks to their green thumbs, much of their food comes from their bountiful garden. Of course, this pays off in the kitchen when they want to do some gourmet cooking. One of the Reeses' favorite meals is a special Thai dinner that includes homemade coconut-milk ice cream for dessert. Very tasty, indeed!

Max and Addy are two gorgeous rescued Persian cats who not only share the Reese household but also contribute much of its joy. Tove and Michael are always on the lookout for strays who need a helping hand. On a recent vacation to Kauai, they rescued a tiny kitten from certain death and, with the help of the local animal shelter, found her a good home. The Reeses are also active in protesting the abuse of animals at the local zoo, help out at a farm sanctuary, and promote animal rights in the community. Tove teaches local schoolchildren about animals through PETA's TeachKind lesson plans. In reference to the lesson plans, she says, "I was impressed with how appropriate the 'TeachKind' program was for kids and how excited and involved they became."



Thanks to Tove, the world will be a kinder place for animals for generations to come.

The spark that set off the Reeses' commitment to animals came several years ago when Tove received a PETA flier in the mail and watched PETA's undercover videos online. The videos shocked Tove and Michael into action, prompting them to speak up for animals and to reevaluate their priorities and lifestyle. They've never looked back and are becoming even more active all the time. Tove and Michael learned firsthand about PETA's work and the organization's plans for the future when they attended the Vanguard Society and Augustus Club Weekend at PETA's headquarters in Norfolk, Va. During the event, they enjoyed the camaraderie of like-minded people from throughout North America, met PETA staffers who fight for animals every day, and even discovered some new vegan recipes. Tove summarizes it this way: "After viewing PETA's online undercover videos of animals in laboratories, we immediately sanitized our home of all cruel household products, sent them back to the manufacturers, and replaced them all with cruelty-free products. We have no problem jumping in with both feet for something that we're passionate about, and when it comes to innocent animals, we're very passionate. Oh, and FYI: The Norfolk weekend was absolutely deeee-licious!"

One way in which Tove and Michael are keeping the fight for animals going into the future is by including PETA in their estate plans. "There was absolutely no question in our minds that PETA would be in our estate plans to help them continue being a formidable voice for animals who desperately need a voice." And so it will be, thanks to the Reeses' wonderful work and commitment to animals.