

# PETA's augustus CLUB

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## Growth for PETA Will Mean Victories for Animals

... a message from Ingrid E. Newkirk

I have lots of exciting news to share with you in this edition of our Augustus Club newsletter, and I hope that you'll enjoy reading about everything that we've been working on lately. It's never slow or dull here, and there has been a ton of activity, including a new history-making undercover investigation and plans for moving some of our most important work to our wonderful, newly expanded Los Angeles home.

Yes, you read that right! We've just begun renovating a 1930s-era automobile dealership in Los Angeles that will soon open as The Bob Barker Building—PETA's new home for our Communications, International Grassroots Campaigns, Youth Outreach Campaigns, and Marketing departments. We're excited about this 25,000-square-foot facility, which will give us more space to grow and will improve our ability to carry out our mission.

But we're even more excited about the location. Los Angeles is the entertainment capital of the world. Not only is it the country's second-largest media market, it's also a media mecca and, with all due respect to other cool places, the center of today's youth culture. Los Angeles is exactly where PETA needs to be in order to reach the largest number of people and influence society so that animals are firmly on everyone's mind. Please see the article on page 2 for all the details.

Now, as we mark our 30<sup>th</sup> anniversary, it's heartening to think about the impact that PETA has made and continues to make when it comes to society's treatment

of animals. In 1980, PETA's "headquarters" consisted of one room in my little rented apartment. Now, our offices in Norfolk, Washington, New York, Los Angeles, and Oakland—and our affiliates in England, Germany, the Netherlands, India, Australia, the Philippines, and Hong Kong—represent the most powerful force for animal rights in the world!

It is because of the support of Augustus Club members like you that every year since PETA was founded, we have seen fewer retailers selling fur, fewer companies conducting animal tests, fewer animals being abused for entertainment, and more people going vegan. These changes have prevented immeasurable suffering among millions of individual animals, and we're building momentum and getting stronger every year.

Speaking of putting an end to suffering, please make note of the riveting story on page 6 about PETA's latest undercover investigation. During the investigation, we uncovered atrocious living conditions for animals at a wholesale exotic-animal dealer in Texas, and this led to the largest animal seizure in U.S. history.

I hope that all the great news on the following pages will bring a smile to your face and a feeling of great satisfaction in knowing that because of your commitment to PETA, so many animals are spared violence and exploitation. On behalf of everyone at PETA, I want to thank you for being a vital part of everything that we do for animals!

A handwritten signature in gold ink that reads "Ingrid".



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With all their courage and determination, no one could ask for better advocates for animals than Bob Barker and Nanci Alexander.

Just as PETA investigators go wherever lasting change for animals is needed, PETA wants its staff members to be based wherever they can benefit animals the most. With that in mind, we're excited to say that we have "cut the ribbon" on The Bob Barker Building—the new home of PETA's Los Angeles office, where several of our key departments will be based. As you can see, the building is named in honor of the legendary television personality whose dedication to animal rights is unparalleled!

Since early 2005, PETA has had a very small Los Angeles office that has served as the home base of our Communications and Media departments. We have seen how important it is to have an office in Los Angeles: It has allowed us to develop strong partnerships with entertainment companies, journalists, and publicists as well as musicians, artists, and other celebrities who shape public opinion and trends—not just in Hollywood but around the world. Those partnerships have greatly strengthened our ability to reach people internationally with our animal rights message—from Delhi to Denver, Sydney to San Antonio, Beijing to Baltimore, and many places in between.

When we move into the The Bob Barker Building this fall, we will be able to add to our media staff and

strengthen its critical work for animals. We will also create a new home for three of our most important departments—our Marketing Department (which is responsible for using social media and the Internet to promote animal rights), our Youth Outreach Campaigns Department (which runs *peta2*, the largest youth-focused division of any social justice organization in the world, with more than a million young supporters), and our International Grassroots Campaigns Department (which develops and carries out all of PETA's activist-focused campaigns to stop the suffering of animals).

Of course, Los Angeles is where a lot of trends originate—particularly those that affect young trendsetters, who make up *peta2*'s target audience. Los Angeles is also a main hub of online technology and, perhaps more than any other city in the U.S., is the place where early adopters of new Web-based technologies and social networking sites such as Facebook, YouTube, and Twitter live and work. Being in L.A. will help us reach an even greater number of young people with our cruelty-free message and will allow us to create pro-animal consumer trends for years to come by influencing the people who set those trends today.

A member of the PETA Vanguard Society President's Circle and one of PETA's most generous supporters, Bob recently made a \$2.5 million gift to fund this expansion as well as a \$2 million matching "challenge gift," which will be used to help us raise additional funds that we will need in order to grow. In recognition of his tremendous generosity and compassion, we have named our new L.A. headquarters The Bob Barker Building to commemorate not only Bob's generosity but also his lifetime of courageous activism.

After 50 years on television—35 of which were spent as the master of ceremonies on *The Price Is Right*—the beloved game-show host said his final goodbye in 2007 in the same way that he always did, repeating the gentle but firm reminder "Help control the pet population. Have your pets spayed or neutered."

*The Price Is Right* is the longest-running game show in history, and it helped earn Bob 19 Emmy Awards. But what he achieved off-screen for animals is even more impressive.

Contestants on *The Price Is Right* may have won microwave ovens, but they didn't win fur coats—because Bob wouldn't allow it.

**Growth of PETA's Programs  
Made Possible With the Help of**

**Bob Barker &  
Nanci Alexander**

**—True Heroes for Animals**

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He famously resigned from the Miss USA and Miss Universe pageants in 1988—after serving as the host for two decades—because the shows’ producers insisted on including fur coats in the prize packages. Ratings for the first Miss USA Pageant following Bob’s resignation plunged 29 percent.

Bob wouldn’t allow leather interiors to be included in those brand-new cars that *The Price Is Right* gives away. He knows that leather is no mere “byproduct” of cruelty to animals but rather a profitable product of animal slaughter. Out of respect for Bob’s commitment to animals, meat was never advertised on the show.

On the show, Bob also featured animals who were available for adoption from local groups. Those segments were more popular than Plinko, Cliff Hangers, and the show’s dozens of other games.

Bob does whatever it takes, from donating a vegetarian recipe to *The PETA Celebrity Cookbook* to donating millions to law schools across the country to establish model animal law programs. In 1995, he established the DJ&T Foundation (named for his late wife, Dorothy Jo, and his mother, Matilda, who was known as “Tilly”) to fund low-cost spay-and-neuter clinics.

He has also spoken out for animals who suffer in circuses and appeared before the Los Angeles City Council to urge officials to send the Los Angeles Zoo’s ailing elephants to a sanctuary. Ruby, the zoo’s oldest elephant, won her freedom in 2007 and is now living at a 70-acre sanctuary in Northern California. Bob is also helping PETA in its efforts to rescue Lucy, an elephant who is living a horribly lonely life at the Valley Zoo in Edmonton, Alberta. Lucy suffers from upper respiratory problems, arthritis, obesity, and chronic foot ailments. PETA has filed a lawsuit against the city of Edmonton because we believe that Lucy’s living conditions are unlawful as well as inhumane, and we won’t rest until

she is moved to a sanctuary, where she’ll get the proper care and love that she needs.

Bob is also working to help bears who are languishing at three pitiful roadside zoos—the Cherokee Bear Zoo, Chief Saunooke Bear Park, and Santa’s Land—on Cherokee tribal land in North Carolina. These prisons house neurotic, hungry bears in desolate concrete pits or cramped cages in which they continually walk in circles, cry, whimper, fight with one another, and beg tourists to toss them food. The U.S. Department of Agriculture has cited these facilities for serious Animal Welfare Act violations, such as filthy conditions, unsafe handling, and failure to provide veterinary care to sick animals, but the pit owners don’t want to change.

PETA arranged for Michell Hicks, principal chief of the Eastern Band of Cherokee Indians, to meet with Bob, who grew up on a reservation and is himself part Native American. Bob did a fantastic job speaking out on behalf of the bears. He garnered national media attention for the bears’ plight, and his visit to Cherokee sparked dialogue within the tribal council about the miserable treatment of these bears.

Over the years, PETA has rescued countless animals from hellholes like these, and with Bob’s help, we’ll keep fighting until these bears are out of there.

When asked how he would like to be remembered, Bob told MSNBC, “I think I would like to be remembered as a man who loved living things and did everything he could do to make it better for animals.”

Bob is now counted among an impressive group of activists—including Augustus Club members Carol Holub and Constance Matheson Baker—to whom PETA landmarks have been dedicated. This spring, we had the honor of adding another member to this select list: activist extraordinaire Nanci Alexander.



Ingrid and Nanci at the dedication

© Leigh Vogel

As you know, in late 2009, PETA opened a busy office in our nation’s capital. From this office, we make sure that the animal rights message is heard and seen by legislators, political pundits, journalists, policymakers in federal agencies, and other influential Washington residents and visitors every single day.

In March, we named our beautiful little building “The Nanci Alexander Center for Animal Rights” in honor of one of the most inspiring activists we have the pleasure of considering a huge part of our lives.

As a PETA Vanguard Society President’s Circle member, Nanci is extremely generous with her support, which has fueled many of the victories that PETA has achieved for animals. She is in fact a cornerstone of PETA’s growth.

A PETA Humanitarian Award winner, Nanci also never misses an opportunity to spread the animal rights message. For example, when she and her former husband owned a professional basketball team, she would print PETA ads in the programs and run our TV spots during halftime, and she had the slogan “Animals Have Rights!” put on the cheerleaders’ uniforms!

When seated next to George H.W. Bush while he was president, Nanci brought up his bird-hunting habit and asked him to think about the suffering of the birds he shot. If everyone had the courage to speak out like that, the world would be a vastly different place.

Nanci also founded the vigorously active Animal Rights Foundation of Florida (ARFF), which, among many other victories, led the effort to pass a constitutional amendment banning gestation crates for pigs in Florida. This was the first time that a specific farming practice was banned in the U.S. because of its inherent cruelty, and the ban will prevent countless mother pigs from being virtually immobilized for months with their joints aching from lack of movement and their lungs burning from the fumes produced by their own waste.

By donating a mobile clinic to PETA, Nanci and ARFF have helped us go into some of the most impoverished communities near PETA’s Norfolk, Va., headquarters to perform spaying and neutering surgeries and prevent thousands of litters of cats and dogs from being born under trailers and in ditches as well as to provide the only medical care that many of the animals will ever receive, including treatment for infections, sores, and even broken bones.

Another of Nanci’s brilliant achievements is Sublime, her enormously successful vegan gourmet world cuisine restaurant in Fort Lauderdale, Fla. Sir Paul McCartney and Pam Anderson have both eaten there, and if George Bernard Shaw, Pythagoras, and Buddha were alive, I’m sure that they would eat there too (and I would advise them to order the coconut cake!). There is even a Sublime cookbook out now (available at [PETACatalog.com](http://PETACatalog.com)) so that people all over the world can enjoy the restaurant’s delicious recipes.

With all their courage and determination, no one could ask for better advocates for animals than Bob Barker and Nanci Alexander. By naming PETA’s new buildings in their honor, we hope to commemorate the remarkable successes that Bob and Nanci have achieved for animals and inspire others to follow their example of generosity, fearlessness, and compassion.

Robert Louis Stevenson said, “A friend is a gift you give yourself.” Bob and Nanci’s abiding compassion is a gift, and we consider ourselves fortunate to call them our friends.



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## Help Put an End to Animal Homelessness in 2010

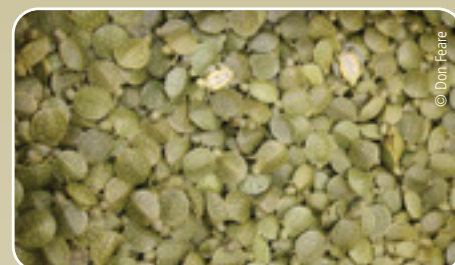
Every year in the U.S., open-admission animal shelters across the nation are forced to put to death roughly half of the almost 8 million homeless and unwanted dogs and cats who pour into their overwhelmed facilities. **We can all be part of the solution.** If you have an animal companion, please make sure that he or she is spayed or neutered, and please **take a moment to write to your governor** to ask him or her to pursue strong measures in 2010 to end animal homelessness.



Animals suffering at USGE's facility



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# Behind the Scenes:

## PETA Investigation Results in Largest Animal Seizure in History



By Daphna Nachminovitch  
Vice President, Cruelty Investigations

As you may know, last December, based on evidence gathered during our seven-month investigation, Arlington, Texas, officials and humane agents rescued more than 26,000 animals—including kinkajous, wallabies, sloths, ring-tailed lemurs, coatimundis, chinchillas, flying squirrels, sugar gliders, snakes,

The case—like so many of PETA's groundbreaking investigations—began with a whistleblower. Familiar with our investigation of Rainbow World Exotics, another hellhole supplying animals to PETCO and PetSmart, the whistleblower told us that conditions were even worse at USGE. We had to investigate.

For months, our investigator meticulously recorded, photographed, and catalogued thousands of reptiles, amphibians, arachnids, and many other animals who were crammed into dungeon-like cattle-feeding troughs, cardboard boxes, bags, and even soda bottles and milk jugs. They were denied even minimal amounts of food, water, and medical treatment for injuries and illnesses. The assignment was draining for our investigator. But he had to stay there because we did not want anyone—not officials, not the court, and not USGE—to be able to say that what he had witnessed was a "fluke" or an "exception."

Armed with the evidence and research that we had compiled, I began approaching law enforcement officials and humane societies for help. For the next few months, I spent as much time (if not more!) in the Dallas area as I did at our Norfolk, Va., headquarters. It seemed hopeless at times—something like this had never been done. Asking agencies to seize tens of thousands of dogs or cats would have been hard enough; we were asking them to seize more than 500

lizards, turtles, and frogs—from a warehouse owned by U.S. Global Exotics, Inc. (USGE). A multimillion-dollar business, USGE was one of the largest players in the exotic "pet trade" and had for years imported and exported millions of individual animals for eventual resale at major pet stores and pet store chains all over the world, including PETCO and PetSmart.

It was the largest seizure of animals in U.S. history and the culmination of the hard work of PETA's Investigations Team—most of which goes unseen, and none of which would be possible without the generosity and compassion of Augustus Club members like you. Here is an exclusive behind-the-scenes glimpse into the USGE investigation.

species of animals who would require specialized care and housing.

At meeting after meeting, agencies turned their back on these animals. At every turn, I was told, "This is too big," "There are no resources for something like this," and "There is no way to have a rescue component with this case." I was told in no uncertain terms—over and over again—that there would never be a seizure of snakes, spiders, and other animals who are not "warm and fuzzy."

But I had no intention of giving up on these animals, whether they had eight legs or no legs at all.

On December 9, U.S. Fish and Wildlife agents executed a search and seizure warrant at USGE. Once inside the facility, federal agents, who have no jurisdiction over local anti-cruelty laws, called Arlington officials with concerns about animal welfare issues.

### And things went uphill from there!

On December 15, the animals were seized. In preparation, PETA mobilized experts from around the world and flew them into Texas for the seizure and the court hearing that followed. Our expert witnesses made up an all-star team that included a world-renowned reptile biologist and veterinarians who specialize in the assessment, care, and treatment of exotic mammals, reptiles, amphibians, and arachnids. With virtually no notice at all, they traveled to Texas and, in one day, got ready for the historic seizure, including preparing an 18,000-square-foot temporary housing facility and acquiring bedding, food, water, and veterinary supplies. On the day of the seizure, dozens of people from various agencies worked into the wee hours of the night to rescue USGE's victims.

A civil court hearing soon took place to determine the fate of the animals. Clifford Warwick, a reptile biologist and public health specialist, was one of the experts who testified. Dr. Warwick told the court that USGE was "a rampant reservoir of potential infection." During his inspection of the facility, Dr. Warwick found that none of the animals he observed met the provisions of Texas statutes requiring necessary food, water, care, and shelter to maintain them in a state of good health. He stated, "All animals were deprived of at least one, more than one, or all referenced provisions" and "the emaciated condition of the animals strongly suggests that animals were knowingly deprived of food on a sustained and widespread basis." Dr. Warwick found that there wasn't even a day's worth of food available to the animals at USGE.

After hearing seven days of testimony—much of it from other experts as well as PETA's undercover investigator—a judge ruled that all the animals had been cruelly treated at USGE and would not be returned. USGE owners Jason

and Vanessa Shaw appealed, but justice prevailed—again—when a second judge affirmed the initial ruling.

Meanwhile, the seized animals were finally receiving the specialized care that they desperately needed and deserved. We were able to secure permanent homes for many of the animals with the Detroit Zoo—a progressive facility in which they will receive top-notch care—and prescreened rescue groups agreed to take in many others. While these animals are now safe in their new homes, the exotic-pet trade continues, and so does our fight to stop it.

Since the rescue, USGE has not bought or sold a single animal, and the Shaws are still under investigation by local and federal authorities. Moreover, the USGE facility is empty and up for sale. Our investigation, therefore, saved far more than 26,000 animals. Our efforts spared hundreds of thousands more animals the terror and misery of being stolen from their native homes, shipped thousands of miles, and kept in deplorable conditions.

The undercover investigation of USGE has cost PETA more than \$200,000. We spent more than \$120,000 on the rescue operation (including food, housing, and transportation) and tens of thousands on legal fees related to the court proceeding.

However, because such an investigation involves many elements—such as Web features; innumerable e-mails and phone calls with wildlife and legal experts; countless hours of gathering, reviewing, and compiling evidence; and coordinated efforts with grassroots groups and law enforcement officials—it's nearly impossible to put a specific price tag on it. But the bottom line is easy to read: The lives saved by this investigation are priceless.

PETA is able to undertake investigations like this one, thanks to the support of Augustus Club members. So from the bottom of my heart and on behalf of the countless animals who will never suffer in the pet trade, thank you. We could not have done it without your support.



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Rescued animals from USGE enjoying the comfort of their new homes

you  
ARE *PETA*

augustus  
CLUB

MEMBERS IN ACTION!

### Stewart and Terri David

One would be hard-pressed to find two more dedicated advocates for animals than Stewart and Terri David. If they are not writing letters to the editor about local and national animal rights issues, they are running their local animal rights organization or helping PETA with a demonstration or shareholder resolution. Their time is devoted to animals, and that devotion is very apparent when it comes to the rescued animals who share their lives—and Molly is no exception.

Molly was found wandering anxiously during a thunderstorm in a church parking lot next to the Animal Hospital of North Asheville. Two veterinary technicians spent hours coaxing Molly to safety. She obviously had been a stray for some time because she was underweight, her fur was matted, she was covered with ticks, and she had other medical problems. The kind veterinarians and staffers took Molly in and fixed her up.

A client recognized Molly as the 13-year-old dog who had been abandoned four years earlier by the family of a woman who went to live in a nursing home. Molly was



forced to live outdoors and stayed in the area where she had been abandoned. On occasion, people in the neighborhood fed her, but she was in poor physical condition and was alone and very afraid. After the staff at the animal hospital got Molly back into shape, one of the vet techs fostered her and put her up for adoption. Stewart and Terri read Molly's sad story in a local animal rescue magazine, and a short time later, they adopted her. She'll never have to sleep outside again.

Stewart and Terri report that Molly is coming out of her shell and beginning to trust people again. She's wagging her tail a lot, loves her walks, plays with her toys, and recently discovered just how comfortable it is to be in Stewart and Terri's bed. She spends a good deal of time there! She has gained weight and is anything but skinny now. Stewart and Terri say that they are having a hard time training her and that they have been "unable to get her to beg or get up on the couch" and are "still anxiously waiting for that first kiss!"

PETA's  
ANNIVERSARY



Join us for PETA's  
30<sup>th</sup> Anniversary Gala

September 25, 2010, Los Angeles, Calif.

PETA's star-studded, once-in-a-lifetime event will celebrate 30 years of cutting-edge campaigns that have brought about monumental change for animals and are leading to even more progress. This memorable night will feature a celebrity awards presentation, wonderful musical performances and other top-notch entertainment, the world's most delectable vegan food, a silent auction, and many surprises! More details on this not-to-be-missed evening will come your way soon, but start making plans now to join in on the fun with people who share your love and respect for animals.