

# PETA's augustus CLUB

Issue No. 53 | Summer 2010



From 1980 through 2010,

## PETA Has Shaped the Way an Entire Generation Sees Animals

...a message from Ingrid E. Newkirk

As a young girl, I adored animals and spoke out strongly in their defense to anyone I saw harming them. But I certainly never questioned the ethics of sitting down to a plate of roast beef. My parents were wonderful people who also loved animals, and it didn't occur to me as a child to consider that some things that we had in the house—say, a leather armchair or a decorative ivory piece—were the products of animal suffering. It just didn't.

I think the way in which my family and I regarded animals was the way that most people did. We loved dogs, cats, and horses, but my mother picked out live chickens at the market without a thought (or so it seemed), and I loved wearing my little fur hat made from an exotic cat. I loved my sausages, woolly sweaters, and leather purse and boots, and I didn't think about where they came from. Ignorance was bliss. My family and I also didn't think about the lives of the elephants and camels we met in the traveling show or the suffering of the bears and tigers at the zoo.

That's why it still comes as a somewhat pleasant surprise to me when I meet young families that have never fed their children meat, never taken their kids to a circus with animals, never purchased companion animals from pet shops, and never bought products that are tested on animals.

Such remarkable changes have taken place in a span of just one and a half generations!

It fills me with joy when I meet people in their 20s who have been living a cruelty-free lifestyle from infancy, and there is no doubt in my mind that PETA played a primary

role in creating a new paradigm for society's treatment of animals and that this new way of looking at animals has freed this and coming generations from the blinders worn by my and my parents' generations.

In this issue of our Augustus Club newsletter, we are celebrating PETA's 30<sup>th</sup> anniversary and reflecting on the many profound changes for animals that have come about as a result of the hard work of our staff and volunteers and the generous support of members like you.

As you read on, I hope you'll be proud of all that you have helped us accomplish for animals and excited about the prospect of the even greater victories that your support will bring to fruition in years to come. Thank you for giving PETA the best 30<sup>th</sup> birthday present that we could ask for—the gift of your compassion, involvement, generosity, and loyalty.

Ingrid





No One Could Have Predicted How Far  
PETA Would Take the Animal Rights Movement in Just

30 Years

Over the past 30 years, PETA has made so much progress for animals that it's hard to know where to begin. Some of our biggest successes were the result of some of our most well-known initiatives.

For example, our fur campaign has helped convince a long list of top designers and retailers to stop selling fur. And our list of companies that don't test their products on animals has grown from 25 to more than a thousand, thanks to our Caring Consumer campaign.

But that's just the tip of the iceberg. So much else has changed since PETA was first launched in 1980.

Back then, PETA only had a handful of staff members, none of whom was a scientist. When we went head-to-head against animal experimenters, the first thing that they would do was attack our credentials. Now, PETA has more scientists on staff than any other animal rights organization, and we are changing things at the highest levels of government and corporate decision-making.

PETA's scientific documentation and testimony over the past decade, which have revealed the failure of animal testing to protect humans and the environment from dangerous chemicals, were echoed in 2007 in a groundbreaking National Academy of Sciences report, and even the U.S. Environmental Protection Agency's 2009 strategic plan asserts that non-animal testing methods (e.g., cell-

based and molecular approaches) would not only generate more relevant data than animal testing but would also be faster and less costly. This 180-degree turn in the government's position on animal testing is the result of the relentless fight that PETA's scientists have waged against federal bureaucracies.

In 1980, the Ringling Bros. and Barnum & Bailey Circus was filling arenas and was the darling of parents and teachers who thought that watching animals perform unnatural tricks under threat of punishment with clubs and whips was good wholesome entertainment for kids. Now, because of our hard-hitting campaign, Ringling seems to be losing popularity. Some of the arenas in which Ringling performs are said to be half empty, and others have stopped hosting the circus altogether.

Wherever Ringling stops, we are there to greet it. At each stop, we use facts and images to educate the public about what circus life means for animals. Among our materials are photos of Ringling workers "training" baby elephants by binding them with ropes on their legs, trunk, back, and neck and forcing them to perform tricks under the threat of punishment with bullhooks and electric prods.

PETA's undercover investigation of a primate laboratory in Silver Spring, Md., resulted in the first search warrant served on a U.S. laboratory, the first confiscation of abused animals from a laboratory, the nation's first conviction of a vivisector on charges of animal abuse, the first suspension of federal research funds for cruelty, the first case involving animals in laboratories to be heard by the U.S. Supreme Court, and the first U.S. Supreme Court victory for animals used in experiments.



*Tracy Reiman*  
EXECUTIVE  
VICE PRESIDENT

**Then and Now:** In 1992, when I was a new campaigner, people couldn't believe their ears when PETA suggested that people refuse to eat turkey on Thanksgiving. I did endless radio interviews and shows at Thanksgiving time, and I remember that people had no idea what a vegan was, let alone a Tofurky. Now everyone knows what "vegan" means, numerous faux-turkey products are available in stores, and Martha Stewart has even devoted an episode of her television show to vegetarian Thanksgiving recipes!

I also remember that people were surprised that PETA cared about chickens. They'd say, "Cows, sure. But chickens?" Then a few years later, when we launched our fish empathy campaign, it was as if we had magically moved the bar. People started to say, "Chickens, sure. But fish?" I'd like to think that we can eventually remove the bar completely and that people will one day realize that all animals deserve to be protected.

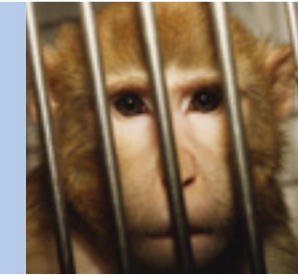


**PETA**  
FIRSTS

PETA's efforts led to the first seizure of polar bears from a circus by the U.S. Fish and Wildlife Service as well as the first confiscation of an elephant (Delhi, who was owned by the Hawthorn Corporation—an elephant "rental" company) by the U.S. Department of Agriculture.

PETA's actions prompted the National Institutes of Health to demand a return of grant money from the University of Washington, marking the first time in history that government funds had to be returned in response to a complaint by an animal protection organization.

**PETA**  
FIRSTS



*Lisa Lange*

SENIOR VICE PRESIDENT  
OF COMMUNICATIONS

**Then and Now:** I came to PETA in 1992 after meeting Ingrid in a jail cell following our arrest at a pigeon-shoot protest. When I started, the journalistic mandate to tell "both sides of the story" was rarely applied to animal issues because reporters had not considered that animals even had a side that needed to be told. For example, there were a lot of stories about animals' organs being transplanted into humans—but these stories made no mention of the animals' fate. So we fought our way in. For several years, we persistently called reporters to say, "Hey, there's another story here—the animal's story." And it worked. Now, whenever reporters cover an issue that involves animals, they call PETA. For example, when the orca Tilikum was in the headlines for causing the death of a SeaWorld trainer, instead of allowing reporters to fixate on this one tragic event, we made sure that the news coverage focused on the fact that orcas don't belong in captivity. Because of PETA, the animals now have a voice.

Some families who have already bought their tickets for Ringling performances tear them up on the spot after stopping to look at the photos and talking to our campaigners. In addition, former Ringling sponsors—including Denny's, Lukoil, Visa, MasterCard, and Sears—have severed ties with the circus as a result of PETA's efforts. The end is in sight for the "Cruellest Show on Earth."

In 1980, had we told executives at Wendy's and Burger King that someday they would be sitting at the negotiating table with us, we would have met with guffaws. But now, decisionmakers from the biggest fast-food companies and grocery chains in the world are pulling up a chair in PETA's conference room, ready to listen.

One of their main motivations is to avoid becoming a target of one of our shareholder resolutions. It's remarkable how much we can accomplish by purchasing just enough stock in a company to allow us to bring a resolution. For four years in a row, an investment advisory firm has cited PETA as being the most active organization in shareholder activism. One of our main goals is to pressure poultry companies and the fast-food industry to adopt a less cruel method of chicken slaughter called "controlled-atmosphere killing" (CAK), which prevents chickens from having their limbs broken and being scalded to death while they're still conscious.

We are also working hard to get companies to phase out gestation crates—cruel cages that keep pregnant sows nearly immobile. And we're working to get suppliers to phase out battery cages—the multitiered cages in which hens are crammed so tightly that they can't even stretch a single wing.

So far we've convinced Safeway, Harris Teeter, Kroger, A&P, Albertsons, Burger King, Hardee's, Carl's Jr., Wendy's, and Chipotle to take huge steps forward. Some of these companies are beginning to buy from turkey suppliers that use CAK, some are buying eggs from suppliers that don't use battery cages, some are buying pork from suppliers that don't use gestation crates, and some are doing all three!

We've also brought about changes in the pet trade. In 1980, even though most people have an affinity for dogs and cats, the majority of animal welfare groups were barely making any headway in their efforts to stop the abuse of dogs and cats in the pet industry. So stopping the industry's abuse of less popular animals whose suffering tends to be taken less seriously—animals such as snakes, hamsters, and rabbits—seemed like a daunting task.

However, in the ensuing years, not only have we made headway in stopping the abuse of other victims

of the pet trade, we're also influencing the most powerful corporations in the industry. For example, our PETCO and PetSmart campaigns—which have included corporate negotiations, grassroots activism, demonstrations, and undercover investigations—have prompted these companies to stop selling rabbits and most large birds.

And our recent undercover investigation of exotic-animal dealer U.S. Global Exotics resulted in the confiscation of more than 26,000 animals in the largest animal seizure in history! Thirty years ago, most people were unaware that many animals in pet stores came from severely crowded, filthy breeding mills or were captured in the wild and deprived of everything that is natural and important to them. Now, thanks to PETA's brave investigators, the public is more aware than ever of the cruelty of the pet trade.

Of course, one of the biggest changes that has occurred since PETA's founding is the rise of the Internet. In the 1980s, it didn't exist. Now PETA leads the pack when it comes to using the Internet for activism and outreach. With a huge online network of supporters, including nearly 600,000 animal rights friends on Facebook and more than 66,000 followers on Twitter, a single PETA action alert can cause a targeted company to receive thousands of calls

and e-mails from the public in a single day! PETA recently received national recognition as the leading online advocacy innovator among national nonprofit organizations. We were also ranked as the number two organization for digital influence among social cause organizations—second only to the American Red Cross.

PETA has grown in many other ways in the past three decades. We now work on an international scale, with affiliates in the U.K., the Netherlands, Germany, India, Australia, and the Asia-Pacific region. We distribute more literature about going vegan than all other vegetarian and animal protection groups combined, and we have the largest youth membership of any social justice organization. PETA's humane-education program is the largest in the world. Our teaching kits have been translated into numerous languages and have been distributed in more than 50 countries. We could go on and on!

Through all the years of PETA's growth and progress, we've never forgotten for one second that we couldn't have achieved all this without the generosity of our Augustus Club members. You are truly heroes to us and to the animals we serve. Thank you for making PETA's work possible. Here's to continued progress for animals for many decades to come!



**PETA**  
FIRSTS

When PETA's action alerts asked people to "tweet" the CEO of Zappos.com with requests that the company stop selling fur, it marked the first time that a social justice campaign had been won via Twitter!

PETA's series of more than 100 demonstrations at Safeway stores convinced the company to become the first grocery chain in U.S. history to improve conditions for factory-farmed animals.

**PETA**  
FIRSTS



*Dan Mathews*

SENIOR VICE PRESIDENT  
OF CAMPAIGNS

**Then and Now:** I started volunteering at PETA in the early 1980s and joined the staff in 1985 as the front-desk receptionist. When I got involved in directing campaigns, I knew that I had found my calling. In the '80s, when you said "PETA," people thought of Middle Eastern bread. By the '90s, we had become a household name. We have achieved this level of notoriety by constantly keeping our campaigns in the public eye. That means getting our undercover investigations featured in *The Washington Post*, having our Rock Against Fur shows covered by MTV, announcing the sexiest vegetarian celebrity in *People* magazine, attracting the attention of the business media with our shareholder resolutions, and more. We are now the organization that people think of when they hear "animal rights." People often assume that PETA has a helluva PR firm, but we've always done it ourselves by relying on the creative minds in our Campaigns and Communications departments.



# Augustus

Named After an Emperor of the Past,  
He Now Symbolizes Hope for the Future

**When PETA first decided to create a club to honor our members who have made a planned gift to PETA, we thought a lot about what its name should be.**

Thirty years ago, we discovered Augustus during an undercover investigation of the Institute for Behavioral Research laboratory in Silver Spring, Md.

He was one of 17 macaque monkeys at the facility—most of whom were taken from their jungle homes in the late 1970s and purchased for \$200 each by animal experimenter Edward Taub. After PETA exposed the extreme cruelty and neglect

that Augustus and the others were suffering at Taub's hands, the police raided the laboratory, and Taub became the first experimenter to be convicted of cruelty to animals.

Augustus and his fellow prisoners became known as the "Silver Spring monkeys"—a group of very special souls whose senseless and tragic plight led to the founding of the modern animal rights movement in the U.S.

During the legal battle that went on for years, PETA succeeded in getting five of the monkeys transferred to indoor/outdoor enclosures at the San Diego Zoo, where they were allowed to live together.

However, despite the continued custody battles, most of the monkeys—including Augustus—were killed by experimenters. Augustus was experimented on and killed at the Delta Regional Primate Research Center in July 1990.

With the help of our caring members, PETA works hard every day to ensure that his death was not in vain. Augustus' dignity and noble image make him a fitting symbol for another group of very special souls who, by naming PETA in their last will and testament or as a beneficiary of another planned gift, enable us to protect other animals from suffering the inexcusable cruelty that Augustus endured—and to do so for generations to come. Thank you for being a part of this special group.



**PETA**  
FIRSTS

PETA's work in Taiwan to document and expose the plight of dogs who were being starved, electrocuted, drowned, and beaten to death in filthy pounds resulted in Taiwan's first law against cruelty to animals.

# Augustus Club members REFLECT ON PETA'S 30 YEARS



*Elaine Livesey-Fassel*

Growing up in the northern England countryside, Elaine Livesey-Fassel developed a great respect for all animals. This ethic eventually led Elaine to become a pioneer in the animal rights movement in the U.S. Along with her

friend Gretchen Wyler, Elaine cofounded The Ark Trust, the organization that started the annual Genesis Awards. Elaine met PETA President Ingrid E. Newkirk in 1984 and felt an immediate kinship with her "fellow Brit." She says that she "found PETA to be a courageous and forthright, unblinking and adventuresome organization" and quickly became a member.

**Then and Now:** Elaine recalls that in the 1980s, animal issues received very little respect from legislators. Now, countless local and state laws have been passed banning everything from circuses to veal crates. She credits PETA's use of the media with making it impossible for anyone with a television or a computer to remain ignorant of the cruelty that animals endure at the hands of humans.

*James Boreham*

Countless abandoned dogs have been reunited with their guardians or have found loving homes, thanks to James Boreham and his late wife, Helen, who always stopped to help lost dogs while traveling in their RV. A retired electrical engineer, James has been a PETA member since 1986. After reading about PETA in a "Dear Abby" column, James and Helen were introduced to PETA President Ingrid E. Newkirk at an informal meeting at a friend's home. They were immediately impressed by PETA's proactive approach and decided to get more involved.

**Then and Now:** Prior to joining PETA, James had not been aware of the cruelty inflicted on animals by the factory-farming industry. Since then, PETA's groundbreaking undercover investigations and public outreach and education have helped to inspire a major change in his life: a transition away from eating meat. "It is tough to take," he says. "The factory farms are horrific." In recognition of their exemplary commitment to animals, James and Helen have been honored with a leaf on the Tree of Life, a permanent tribute that's on display in PETA's Norfolk, Va., headquarters.



*Linda Stevens*

A PETA member since 1984, Linda Stevens takes pride in her efforts to volunteer for her local animal shelter and to "sign petitions, lobby our legislators, speak up and out for all animals in abusive situations [and]—maybe most importantly—set an example for friends and family by living the PETA motto."

**Then and Now:** In the spring of 1986, Linda flew from Seattle to Washington, D.C., to help PETA protest the imprisonment of the Silver Spring monkeys at the National Institutes of Health (NIH). Linda's life changed on the day of the NIH protest when she witnessed firsthand the effectiveness of grassroots activism. Since that day, her experience has allowed her to improve the effectiveness of her local animal rights group and enjoy the rewards of a "second career" participating in demonstrations and conferences and volunteering at her local animal shelter in order to make a difference for animals.



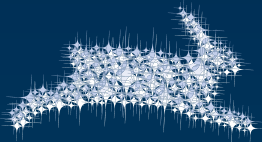
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*Joan Price*

Dr. Joan Price is a retired philosophy professor and a loving guardian of two dogs. After joining PETA in 1984, Joan took part in many of PETA's campaigns and has made a difference through effective letter-writing. When PETA asked Joan to take action in a case involving her alma mater, Arizona State University (ASU), she did not hesitate. Joan immediately contacted the editors of her local newspaper, *The Arizona Republic*, to tell them about the cruel and deadly experiments taking place inside ASU's anatomy and physiology classrooms.

**Then and Now:** As a child, Joan would drape toilet paper over the side of the bathtub to allow spiders who had fallen in to escape. "If the spider got away, it was fortunate—if not, [the spider] was squashed by a family member or friend and I received ridicule from all sides," says Joan. But now, children who care about animals are more likely to be admired than mocked. "[B]ecause of PETA, people are beginning to realize that compassion for animals is identical with goodness of human character."



**SPEND A VERY SPECIAL  
EVENING WITH PETA**  
*and Your Favorite Stars!*

Join host Alec Baldwin and PETA President Ingrid E. Newkirk on September 25, 2010, for PETA's 30<sup>th</sup> Anniversary Gala & Humanitarian Awards!

Help us celebrate 30 years of successful campaigns for animals! This exciting evening at the historic and elegant Hollywood Palladium will feature a sumptuous dinner, a celebrity awards show, special entertainment, and more.

Your support of this unique fundraising event will help fuel PETA's future groundbreaking campaigns.

Individual tickets are \$500. For more information on the event (including details on table sponsorships) or to purchase tickets, visit [PETA.org/30](http://PETA.org/30); call Kristine Vasic at 323-644-7382, extension 34; or e-mail us at [GalaRSVP@peta.org](mailto:GalaRSVP@peta.org).

*We Want to Hear From You.*

As we reach this 30-year milestone together, we want to hear from you regarding your experiences over the past 30 years and what you would like to see PETA accomplish in the next 30 years. Some of your answers may be featured in a future newsletter or on PETA's planned giving Web site, [PETAPlannedGiving.org](http://PETAPlannedGiving.org). We look forward to hearing from you!

**1. What changes have you seen for animals in the past 30 years, and what changes would you most like to see in the next 30 years?**

\_\_\_\_\_

\_\_\_\_\_

**2. How has your belief in animal rights changed your life?**

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\_\_\_\_\_

**3. Please tell us what first brought you to PETA.**

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I understand that some of my responses may be printed in an Augustus Club newsletter or on an Augustus Club Web site.

Name \_\_\_\_\_

Address \_\_\_\_\_

City, State \_\_\_\_\_ Zip \_\_\_\_\_

Tel. \_\_\_\_\_ E-mail \_\_\_\_\_

Please submit your responses in one of the following ways:

- Online at [PETA.org/ACSurvey](http://PETA.org/ACSurvey)
- Via e-mail to [PlannedGiving@PETA.org](mailto:PlannedGiving@PETA.org)
- Via mail to **Attn.: Augustus Club, PETA, 501 Front St., Norfolk, VA 23510**

*Thank you for your support and for being a valued member of PETA's Augustus Club.*