

augustus

CLUB

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INGRID'S MESSAGE

Thirty Years of Fighting for Animals in Laboratories

The now-famous Silver Spring monkeys were discovered during PETA's first investigation. We checked the government directory to find the laboratory that was closest to my apartment, easily got our investigator a job there, and stumbled upon a hellhole beyond our worst imaginings.

The monkeys were in awful shape. Many had open, festering wounds. Their normally furry tails were bare as a result of malnutrition, and they had picked holes in their arms and legs in order to cope with the pain and frustration that they were experiencing. Many of them were being used in a crude experiment in which their spinal nerves were severed, making it difficult or impossible for them to move their arms.

After the monkeys were experimented on, they would injure their own deadened limbs. Many of them had torn off their own fingers on the jagged, broken, and rusted wires that protruded from their feces-encrusted cages.

After gathering undercover evidence for months, we led the police to the laboratory—the

Institute for Behavioral Research in Maryland. The investigation led to many "firsts" for the budding animal rights movement, including the first search-and-seizure warrant to be served on a U.S. laboratory, the first confiscation from a laboratory of abused animals (17 scared macaque monkeys, including Augustus, for whom our Augustus Club is named), and the first cruelty-to-animals conviction of an animal experimenter.

But the monkeys were still not out of harm's way because we did not have custody of them. We pursued the Silver Spring monkeys case for more than a decade—all the way to the U.S. Supreme Court. Although we prevailed in one Supreme Court ruling and managed to get most of the monkeys into protective custody to live out the rest of their lives together in safety and comfort, some of them, including Augustus, ended up being turned over to another laboratory, where they were experimented on and killed.

Today, we continue to aggressively fight to end

animal experiments. You can read about our unique and effective strategies—which continue to break new ground for animals—on page 2. We'll also introduce you to one of the most passionate and persistent animal defenders I've ever had the pleasure of working with—Justin Goodman, PETA's associate director of laboratory investigations. In his three years with PETA, Justin has already helped us achieve numerous victories for animals in laboratories.

On behalf of Augustus and the millions of individual animals who languish in laboratory cages, I want to thank you for helping us work toward the day when all those cages are empty.





University Animal Laboratories: The Vivisection Industry's Crumbling Cornerstone

A cat meows softly in the corner of her small, empty cage. She once had a caring family and a home, but now no one can protect her from the experimenters, who will force tubes down her throat or plunge needles deep into her chest. She will be used for an archaic and cruel medical training exercise that she will not survive.

Although the Texas Tech University Health Sciences Center had purchased cats from an animal shelter for more than 20 years, forcing them into the hellish scenario described above, the support of PETA's Augustus Club members has helped us ensure that no more cats will ever again perish in this gruesome exercise. Indeed, as a result of PETA's campaign, the university announced last year that it was ending these exercises.

Our work in this case is just one example of how PETA is fighting to shut down the lucrative vivisection industry by focusing on its cornerstone: universities. Not only do universities conduct most publicly funded animal experiments, they also mold the researchers of tomorrow.

Polls show that 58 percent of adults under the age of 30 oppose all experiments on animals. Young people don't enroll in institutions of higher learning with the intention of cutting open or poisoning animals, but during their time at universities, their professors and mentors teach them to accept cruel, old-fashioned teaching and research

methods, from cutting up frogs to driving monkeys mad in psychology experiments.

However, higher education also gives tomorrow's researchers a pivotal opportunity to learn about, develop, and adopt cutting-edge, reliable non-animal testing and training methods. When they learn that they can replace animal experiments with more sophisticated non-animal methods, the number of students who buck the old-fashioned system surges. And a large part of PETA's strategy involves driving that surge within universities across the country.

Focusing on universities makes sense for other reasons too. University laboratories are the most frequent recipients of federal grants. That means millions of monkeys, mice, and other animals are killed in taxpayer-funded experiments. These experiments are always cruel, and they sometimes violate federal law.

For example, a PETA investigation of laboratories at the University of Utah led to a U.S. Department of Agriculture (USDA) complaint. As a result of the investigation, the agency cited the university for nine violations of animal protection laws.

Many of the animals killed by the University of Utah were acquired through an archaic state "pound-seizure" law, which required animal shelters to hand dogs and cats over

to laboratories that requested them. But that changed in 2010 after we released the findings of our shocking undercover investigation. Utah overwhelmingly passed a law that ended the requirement, allowing shelters to protect countless homeless dogs and cats and prevent them from being mutilated and killed in labs.

Thanks to our investigations, the federal government has even been able to order universities to return grant money spent on experiments that violate animal welfare laws. For example, in the first two instances in history in which government research funds were returned at the request of an animal rights organization, the National Institutes of Health ordered the University of Washington and the University of Connecticut to return money after PETA revealed that they had repeatedly violated federal animal protection regulations, including by conducting unauthorized procedures on and failing to provide adequate veterinary care to primates. Most recently, in response to a PETA request, the University of Kansas Medical Center was ordered to return money that was spent on cruel experiments on guinea pigs.

PETA's Innovative Approach

The key to PETA's campaign is our innovative, multifaceted approach. Not only do we go after experimenters who are entrenched in the outmoded belief that harming animals is acceptable, we also award grants for the development of non-animal tests.

Working With the Law

PETA's experts use the legal system to expose experimenters to public scrutiny and encourage public outrage in order to help stop experiments. We also repeatedly expose violations of the Animal Welfare Act by using the Freedom of Information Act to obtain documents that include details on terrible experiments.

When PETA learned that a Wisconsin district attorney had refused to prosecute the University of Wisconsin–Madison for violating state law by killing sheep—who died as a result of decompression sickness during a U.S. Navy–funded experiment—PETA's legal experts worked with a local grassroots group to tap into a little-known law that allows citizens to petition a judge if a district attorney fails to act. Subsequently, a judge found grounds for prosecution and appointed a special prosecutor, who was asked to investigate.

Working With Students

When a distraught student whistleblower reported to PETA that a professor at North Carolina's Gardner-Webb University was asking each student enrolled in a biology course to capture, kill, and dissect 15 wild animals, PETA

fired off a letter to the school urging it to end the practice and filed complaints with the USDA and the state wildlife agency. Shortly thereafter, the USDA cited the school for violating the Animal Welfare Act, and the school announced that the assignment had been dropped.

This case shows how PETA works to give a voice to students who are desperate to update an antiquated teaching system. In another example, a student contacted PETA to report that students enrolled in a physiology course at the University of California–Irvine were told to drill into the skulls of rats and damage their brains in order to crudely simulate Parkinson's disease. After PETA presented information about an alternative teaching method that relied on a computer simulator, the university announced that it would end the rat experiment, saving more than 200 rats a year.

Not only does PETA work with students who come to us for help, we're also actively taking our message to young people. Last summer, peta2 launched its "Animal Testing Breaks Hearts" campaign, which uses viral videos, trendy clothing, and popular technological tools to raise awareness about animal testing. The group distributed information on this campaign to young people at more than 350 music concerts, and more than 232,000 of them

// Polls show that 58 percent of adults under the age of 30 oppose all experiments on animals. //



signed our petition against animal testing. Some of these young people are tomorrow's scientists, and they will be spearheading the demand for change.

Working With Scientists

The professionals who work for and with PETA are experts in reliable non-animal research methods. Thanks to your support, PETA is able to devote substantial time and resources to the development, validation, and implementation of modern human-relevant non-animal research methods—including cutting-edge human cell-based techniques such as computer simulations and surgical training models. Not only are these methods humane, they are also less expensive, more effective, and faster than animal tests.

As with any movement, the drive to remove animals from university laboratories is sparked by a number of exceptional individuals who use their background and knowledge to bring about change. PETA collaborates with scientists such as Nancy Harrison, a pathologist who is dedicated to promoting non-animal alternatives to dissection. Working with Dr. Harrison, PETA created a video tutorial about computer-based alternatives to frog and pig dissections. PETA has made this tutorial available to teachers and students on its website TeachKind.org, and the National Science Teachers Association lists it as a resource on its own website. This means that anyone who is interested in ending animal dissections at his or her school can instantly learn about excellent alternatives.

In addition to providing educational resources, PETA helps educators modernize their teaching methods by helping to fund the purchase of non-animal alternatives. For example, PETA worked with a professor at North Carolina's Johnston Community College who wanted to switch to non-animal anatomy courses. We provided him with a grant and arranged a donation of virtual anatomy software, which allowed the college to replace animal dissection in all 37 sections of its introductory-level biology course as well as in other courses. The professor then conducted a comparative study that showed that students who used interactive computer software performed better on tests than those who dissected animals.

Over the past 12 years, PETA has contributed close to \$1 million to the development of non-animal testing methods. We have provided the nonprofit Institute for In Vitro Sciences with more funding than it has received from any of its multibillion-dollar corporate supporters, and this funding has led to the international acceptance of a battery of non-animal tests for skin corrosion and irritation and the increased use of a non-animal method to replace the hideously cruel lethal-dose testing that is still the backbone of toxicity testing worldwide. We have also funded the

International QSAR Foundation to the tune of more than \$250,000 over the last five years. This funding helped lead to the international acceptance of a computer modeling system for measuring the endocrine-disrupting potential of chemicals—a system that will lead to a large reduction in the use of animals.

Signs that the use of non-animal tests is gaining traction within the scientific community are everywhere. For example, the Society for Science and the Public (SSP), which oversees the world's largest student science fair, has traditionally encouraged the use of thousands of animals in its fairs, regardless of how invasive, painful, and deadly the studies were. Following several years of negotiations, PETA recently persuaded SSP to encourage the use of non-animal methods. SSP subsequently released this statement to its participants: "SSP strongly endorses the use of non-animal research methods and encourages students to use alternatives to animal research." Although much work still needs to be done, this statement sends a clear message to tomorrow's researchers that non-animal testing methods are the way of the future.

PETA will work nonstop until every school has adopted modern, non-animal training and research methods, but our past and future victories belong to you, our members. With your support, we are driving a monumental reform of laboratories across the country.



You Can Help

PETA recently learned that participants in a training course at the Medical University of South Carolina are using live pigs in a cruel and deadly trauma training exercise even though the university has replaced animals with a state-of-the-art TraumaMan simulator to teach the very same skills in another course.

Our complaint to the USDA prompted the agency to cite the university for violations, but the school's use of animals continues, even though studies show that the use of simulators such as TraumaMan, which are endorsed by the American College of Surgeons, is superior to the use of animal laboratories. Please contact university officials and ask them to replace the use of pigs for these cruel training exercises with the use of modern human-patient simulators.

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Meet Justin Goodman,

Associate Director of Laboratory Investigations

Even before joining PETA's staff in 2007, Justin Goodman had worked to stop experiments on animals. While completing his master's degree in sociology at the University of Connecticut, Justin used the Freedom of Information Act to uncover information about invasive brain experiments that the university's health center was conducting on primates. For example, he found out that monkeys were kept in isolation in barren steel cages and had holes drilled into their skulls. He also discovered disturbing information that government inspectors and university staff had failed to find and act on—monkeys in the laboratory had suffered from months of unalleviated seizures, headaches, and vomiting because of complications from brain surgeries and experiments.

Justin filed complaints with the U.S. Department of Agriculture (USDA) outlining the laboratory's abuse of primates and its breaches of federal law, and as a result of his hard work as well as pressure from PETA, local activists, and the government, the primate laboratory was shut down! The U.S. government, which had cited the laboratory for more than 20 Animal Welfare Act violations, later fined the school \$5,000 and required the repayment of \$65,000 in federal grant money.

Now, as PETA's associate director of laboratory investigations, Justin works to expose cruelty in laboratories and convince schools, companies, and researchers to replace the use of animals in experimentation, education, and medical training with modern, humane alternatives. His efforts are paying off: Justin has helped stop dozens of high-school dissection exercises, university classroom experiments, and medical training courses in which cats, pigs, ferrets, rats, frogs, and



other animals were used. In one case, his work resulted in the release of six monkeys from a New York University laboratory to a sanctuary.

It was through Justin's efforts that we convinced Texas Tech University to stop using cats from an animal shelter in painful and deadly medical training exercises. During our aggressive campaign, we filed a complaint with the USDA, posted a billboard near campus, held lively protests, worked with medical experts and celebrities, and encouraged our members and supporters to contact both the university and the animal shelter.

Justin's department was also instrumental in influencing the global transport company Lufthansa to adopt a policy prohibiting the transport of dogs and cats to laboratories. The company announced the new policy this spring, less than a day after PETA and our international affiliates released online action alerts along with photos showing 50 terrified beagles being transported by Lufthansa to a laboratory in Scotland. PETA is now working to persuade Lufthansa to extend its policy to all animals.

Without your generous support, Justin's lifesaving work with PETA would not be possible.



Giving Animals a Future

Meet Lisa and Daniella



Lisa Leizear
Gift Planning Specialist
PETA Foundation

An animal lover since childhood, Lisa has a passion for ensuring the safety and welfare of all living beings.

Before joining the PETA Foundation, Lisa was an attorney in Washington, D.C., where she championed the rights of low-income and underserved people and was a

fervent advocate for an ethical world. She focused on public interest and policy and served the most vulnerable people under the most challenging of circumstances. These experiences led her to volunteer for a wide range of public interest missions and organizations.

Later, as general counsel for an institutional commercial real estate investment bank, Lisa worked closely with financial advisors and ensured conformity and compliance with respect to regulations administered by organizations such as the Securities and Exchange Commission. She facilitated investments and served as the liaison to all concerned parties when it came to estate, tax, and trust implications.

Recognizing that her love for animals could be combined with her strengths as a legal professional, she decided to become a member of the PETA Foundation team as a gift planning specialist.

"I searched my heart for a new mission that would allow me to draw on my advocacy, legal, and financial skills as well as my love for animals," says Lisa. "The PETA Foundation has provided me with a way to channel my passion, and I am delighted to join forces with Augustus Club members in order to make the world a better place for animals."

Lisa lives with her husband and rescued cat, Kitty, in California. Kitty looks forward to her daily "walks" in Lisa's knapsack and enjoys snacking on her favorite treats, including edamame, peas, and pumpkin!



Daniella Ramadei
Augustus Club Liaison
PETA Foundation

Daniella's animal advocacy began with her love for her family's dogs and her volunteer work at animal shelters. After educating herself through PETA literature, she went vegan in her food, clothing, and product choices at the age of 12. She founded animal rights groups at her high school

and college and enjoyed helping others become effective animal advocates.

Daniella's studies in international affairs led her to visit 25 countries and exposed her to the dire circumstances of animals around the world. After graduating with a Bachelor of Arts, Daniella worked as a teacher and journalist in Japan, where she discovered an enthusiasm for developing and fostering relationships.

But it was her continuing volunteer work at animal shelters that compelled her to attend law school and refocus her career efforts on helping animals. "I knew I wanted to dedicate my life to improving the lives of animals, and I decided to reach beyond my grassroots efforts in order to gain the skills necessary to make legal and lasting changes to help stop animal suffering," Daniella says.

While attending New York Law School, Daniella served as a volunteer manager for an animal shelter and performed legal research for a companion-animal and immigration lawyer. After graduating, she worked as a legal researcher and writer for a charity that was devoted to shutting down puppy mills and pet stores.

Daniella is now delighted to be working with Augustus Club members to help end the suffering of animals. She lives with her adopted best friend, Datona, in New York City, where she can often be found playing with him and other dogs in the park and savoring vegan delights at sidewalk cafés.

Celebrating 30 Years!

Highlights From PETA's 30th Anniversary Gala and Humanitarian Awards Show

On September 25, we celebrated 30 years of PETA's groundbreaking work for animals while honoring activists and celebrities for their dedication to PETA's campaigns around the globe. Held at the world-famous Hollywood Palladium and hosted by actor and PETA supporter Alec Baldwin, our 30th Anniversary Gala and Humanitarian Awards show was, in a word, inspiring. The more than 1,200 attendees enjoyed an exciting night filled with emotion. The event featured fabulous vegan food, an extensive silent auction, and a moving tribute to PETA's undercover investigators that was delivered by Joaquin Phoenix and Casey Affleck. It was a night for the animals and for all of you, whose tremendous support and work for animals has made the past 30 years possible. Here's to the next 30!



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PETA's 2011 'Rescued' Calendar



Our 2011 "Rescued" calendar is now available. This year's beautiful calendar features gorgeous animal portraits and heartwarming stories detailing how the pictured animals were rescued. The calendar also features numerous animal rights anniversaries and victories.

If you would like to receive a complimentary copy of the calendar, please fill out the following coupon and return it to Attn.: Augustus Club, People for the Ethical Treatment of Animals, 501 Front St., Norfolk, VA 23510. You can also e-mail your request to PlannedGiving@peta.org.

Quantities are limited, so order today!

PETA's 2011 'Rescued' Calendar

➔ *Yes! Please send me PETA's complimentary 2011 "Rescued" calendar.*

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E-mail

Augustus Club Corner

Who Says We Can't Be Immortal?!

By Katy Fendrich, Gift Planning Specialist
PETA Foundation

This article is not about some funny-smelling magic elixir, nor have I found the fountain of youth (although a vegan lifestyle is the next best thing). Instead, I'm referring to the legacy that each of us leaves this world.

You may already know that you can support PETA's critical work for animals through a gift to PETA in your will or trust. But there are also assets that each of us probably has that can help give animals a future but that are often overlooked. And they are easy to give!

Today I want to talk about one such group of assets, financial accounts, and how to donate these through your estate plan. You can support animals by ensuring that funds

from checking accounts, savings accounts, certificates of deposit, and securities such as stocks, bonds, and mutual funds go directly to PETA upon your passing. This type of donation is not subject to probate (the court-supervised process of gathering and distributing

assets) and is considered a charitable contribution and therefore is deductible from your gross estate.

Furthermore, by remembering PETA in this way, you will retain complete control over the funds during your lifetime. You will have the comfort of knowing that your resources will be available should you or your family need them, but you can also rest easy knowing that because you have named PETA as a beneficiary, the remaining funds will be used to further PETA's goal of ending cruelty to animals.

In most cases, you need only fill in the following information on a beneficiary form in order to make PETA a beneficiary of a financial account (you can get the form from your bank, credit union, or brokerage firm):

- PETA's full legal name: People for the Ethical Treatment of Animals, Inc.
- PETA's permanent mailing address: P.O. Box 42516, Washington, DC 20015
- PETA's federal tax identification number: 52-1218336

Immortal compassion! If you would like further information on making PETA a beneficiary of a financial account—or if you would like to make another type of estate gift such as a charitable gift annuity or bequest—please contact us at **757-962-8213** or **PlannedGiving@peta.org** or visit us at **PETAPlannedGiving.org** and let us know how we can help you. And be sure to check out our next issue of this newsletter for my colleague Steve Martindale's article on creating a legacy using retirement accounts.



Donate Your Vehicle

Your Car Can Make a Difference for Animals!

- Any car, truck, boat, motorcycle, RV
- Running or not, ANYWHERE
- FREE, fast, friendly pick-up
- You'll get a substantial tax benefit

... and a **big thanks** from us!



PETA.org/car
1-877-PETA-GIV