

# PETA's augustus CLUB

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## A Tribute to Two PETA Pioneers

Little Did They Know That They Were Helping to Form the World's Largest Animal Rights Organization

I am sorry indeed to report that over the summer, we lost two wonderful people who helped nurture PETA since its infancy: Loretta Hirsh (whose husband, Bob, I wrote about in the last issue) and Olive Nash.

A founding member of PETA, Loretta was compassionate to the core, immensely sensible and clever, and a dear, close friend.

In my favorite picture of her (see photo on right), from the 1980s, she is holding the love of my life, Conchita—a rescued rat terrier mix. Loretta was babysitting Conchita for me while 100 of us were holed up on the eighth floor of the National Institutes of Health protesting a head-injury experiment carried out on baboons at the University of Pennsylvania. After three days, the government acquiesced and pulled the plug on the experiments. Loretta was there, helping to bang out the news releases and drive PETA activists to the train station. In fact, Loretta was there all the time, and she leaves a big hole in our lives.

Olive Nash was an Englishwoman who lived in the U.S. for many years—she was an outspoken feminist and a dedicated animal rights advocate. Olive showed up at the PETA office almost every day for years, stayed late many an evening, and did anything

that needed doing. She stuffed envelopes, filed books, and made posters and held them aloft outside fur stores and laboratories.

At a public appearance of Julia Child, Olive's uncanny impression of the famous chef drew massive attention to our protest in which we lambasted Child for publicly mocking concerns about calves raised for veal who are forced to spend their short, miserable lives in small, dark boxes. I don't remember a D.C.-area demonstration without Olive's enthusiastic presence.

Olive also gave PETA donations and wanted her life savings to go to animals. Sadly, that did not happen, as her relatives—who are not enamored of our cause—have inherited her estate.

This is a powerful reminder of what an important action you—as part of our Augustus Club—have taken for animals by including PETA in your estate plans. No matter how vocal we are about what we want done with our estate, our wishes may not be carried out if they are not plainly documented (such as naming PETA in a will or as a beneficiary of an insurance policy or a retirement account).

Thank you so much for using your legacy to support PETA's vital and effective programs. Our Augustus Club members are true heroes for animals!



Dan alongside PETA supporters Pink and Stella McCartney



© Mary McCartney

# Dan Mathews:

## PETA'S CREATIVE GENIUS AT WORK

Anyone who has read *Committed: a Rabble-Rouser's Memoir* by Dan Mathews, PETA's senior vice president of campaigns and chief comedian, knows that Dan will do just about anything to help animals, from impersonating a janitor and showing graphic video footage of animal experiments in Gillette's cafeteria to dressing up as a priest and crashing a furrier's fashion show. Dan has done it all—and then some.

Dan is the irreverent force behind some of PETA's most eye-catching advertisements and star-studded campaigns. He's a pop-culture junkie, and he always has the latest scoop on celebrities and popular trends.

A *New York* magazine reporter once pointed out that Dan has a "seemingly intuitive ... understanding that causes are as much about trendiness as they are about conscience."

Dan understands that in order for PETA to compete for attention in a society that is hungrier for entertainment than education, its *modus operandi* must include provocative campaigns that use sex, celebrities, and humor—much like a Madison Avenue advertising agency. While hard-hitting undercover investigations, educational outreach programs, and work with corporate executives and law-enforcement officials are an essential and widely

recognized part of PETA's work, it is the colorful shenanigans that really put PETA in the public eye.

Dan can sense when, where, and how far to push the envelope, and his fearless, can-do attitude is an integral part of PETA's success. He has an ingenious ability to approach serious, often controversial issues in an upbeat, lighthearted manner—while still conveying the importance of the matter. *The Washington Post* sums it up rather accurately: "Mathews believes in the spoonful-of-sugar approach to enlightenment, letting personal, gossipy, often hilarious anecdotes illuminate hot-button issues."

### Exposing the Fur Industry

Dan is the mastermind behind some of PETA's most prolific campaigns, including the iconic "Rather Go Naked Than Wear Fur" campaign—which he launched nude on the streets of Tokyo. Much like Lady Godiva, who rode naked on a horse to protest taxes on the poor in the 11th century, Dan realizes that people tend to pay more attention to racier, even contentious, actions. He's always willing to do more than his part to expose animal abuse and get people talking.

And these tactics work. Dan's clever campaign ideas attract celebrity and media attention, which, in turn, helps inspire even more people to take action to help animals. With the participation of PETA Senior Vice President Lisa Lange, media liaison Michelle Cho, and other talented and prized PETA staff, lots of high-profile people—including Pamela Anderson, Eva Mendes, Kim Basinger, supermodel Christy Turlington, pop group The Go-Go's, Academy Award nominee Taraji P. Henson, and football star Tony Gonzalez and his wife, October—have volunteered to participate in PETA's "Rather Go Naked Than Wear Fur" campaign. Many "inked" celebrities, including Dennis Rodman and Tommy Lee, have chosen to bare their tattoos for PETA's ever-popular celebrity "Ink, Not Mink" ad series as well.

### Bringing Out the 'Super' in 'Superstars'

Through the years, Dan, who started at PETA as a receptionist in 1985, has enlisted the help of countless celebrities, including Pamela Anderson, Sir Paul McCartney, Chrissie Hynde, and the late Rue McClanahan. When Dan was still at PETA's front desk, he wrote to Rue to ask if she would star in PETA's first anti-fur commercial. To his delight, she not only agreed but also recruited Bea Arthur and Betty White to appear and convinced the producers to film it free of charge!

Since then, many other famous folks have helped PETA call attention to the suffering of animals who are stripped of their skin or fur. For example, Anderson, Perez Hilton, Kelly Osbourne, *The Mentalist* star Owain Yeoman, and Olympic medalist Hannah Teter have all starred in PETA's "Save the Seals" celebrity ad series. They're outraged that Canadian sealers are bludgeoning baby seals, impaling them on boat hooks, dragging them across the ice, and ripping off their skin—all for something as frivolous as a fur coat.

### Star Power = Global Recognition

PETA's star-studded campaigns often attract worldwide media attention. In the U.S. alone, PETA's actions have been covered by CNN, TMZ, *The New York Times*, *USA Today*, and countless other high-profile newspapers, magazines, and news shows. Dan, who was named among the world's most influential gays by *Out* magazine, has appeared on *Dateline*, *National Geographic*, *Good Morning America*, and *Larry King Live*, just to name a few, and he's lectured at some of the most prestigious universities, including Harvard, Princeton, and Columbia.

PETA's celebrity-supported campaigns, provocative ads, and headline-making demonstrations—which have included blasting the sound of screaming rabbits outside Donna Karan's New York headquarters to protest the designer's use of rabbit fur—are consistently reshaping the way that the world views animals.

"Mathews believes in the spoonful-of-sugar approach to enlightenment, letting personal, gossipy, often hilarious anecdotes illuminate hot-button issues."

—THE WASHINGTON POST



Rue McClanahan at a PETA event in 2004

For example, because of PETA's eye-catching anti-skis campaign—and the resulting public outcry—many popular retailers, including JC Penney, J.Crew, H&M, Ann Taylor, Express, Gap, Banana Republic, Polo Ralph Lauren, American Eagle

Outfitters, Papaya Clothing (a trendy store for teens and college-age girls with locations in 18 states), and Caché (which operates almost 300 stores in the U.S.) have pledged to stop selling fur. Arts and crafts giant A.C. Moore also stopped selling rabbit pelts and adopted a fur-free policy almost immediately after hearing from PETA.

#### Save the ... Snakes, Lizards, and Alligators

Of course, PETA fights for all animals and that includes snakes, alligators, crocodiles, and other exotic animals who are commonly killed and skinned to make shoes, bags, belts, and jackets. Several years ago, rock star Pink and comedian Ricky Gervais lent their voices to PETA's "Stolen for Fashion" public service announcement (PSA) to remind people to wear their own skin. In the 30-second TV spot, a skinned alligator (voiced by Pink) and a rabbit who had his coat stolen (voiced by Gervais) demand their skins back from a couple retrieving a jacket and a bag from a coat check.

Alligators killed for their skin are kept in filthy, crowded tanks on alligator "farms" before being clubbed and skinned alive. Lizards, likewise, are usually clubbed on their heads or have their spines severed with chisels as soon as they reach "marketable" size. Snakes are often nailed to trees and skinned alive before being tossed in a pile to die. They can suffer for days before succumbing to shock or dehydration. Actor Joaquin Phoenix narrated an undercover video showing the behind-the-scenes cruelty of the exotic-skis industry. (Both the video and the PSA—and more information about exotic-animal skins—can be found at PETA.org.)

#### Befriending Fashion Industry Icons

PETA's in-your-face tactics are hugely successful, so PETA has no plans to change its approach. But PETA is always willing to incorporate new methods. Dan sees the

value of educating and working with the fashion industry from the inside, and when he's not in the company of reporters or big-name celebrities, he's working with animal-friendly fashion insiders such as Stella McCartney and Tim Gunn—the chief creative officer at Liz Claiborne and star of the fashion-focused reality TV show *Project Runway*—to promote stylish alternatives to fur, wool, and exotic skins.

As Dan told *The Wall Street Journal*, "When we're trying to appeal to the style-obsessed, we realized that they're going to respond better to a stylish image or something that seems like it's part of the in-crowd than they will from an angry protester." By working with fashion designers—and future fashion designers—Dan has been able to bring more compassion to the clothing industry.

When Gunn was chair of the fashion design department at New York's Parsons The New School for Design, he invited Dan to speak to the students. Many of them swore off fur after Dan's speech. Gunn also narrated PETA's "Fashion Victims" exposé of the fashion industry featuring video footage of rabbit fur farms in China, where both Donna Karan and Giorgio Armani source their pelts.

#### Fashion-Industry Insider Payoffs

There's no denying that Dan—who worked his way through college in Italy as a model and an actor—has had a huge impact on the fashion industry. He pressured Calvin Klein to stop using fur by leading a raid on Klein's office in 1994, and he helped convince Tommy Hilfiger to stop selling fur. When Dan first ran into Hilfiger at the wedding of a mutual friend in July 2006, he began a discussion about the ethical issues surrounding the fur industry. That discussion continued over the next several months, and shortly before a meeting in 2007 to discuss the issue further, Tommy Hilfiger permanently dropped fur from the company's collections, citing ethical reasons for his decision.

All in all, both street tactics and insider tactics have paid off for PETA—and Dan has been a major part of it all. One never knows whether Dan will be found raising a ruckus at a protest during Fashion Week or attending a party with top fashion designers.

Thankfully for PETA, Dan is not just an experienced rabble-rouser—he's also a skilled and savvy businessperson who never stops negotiating for animals. His keen insights and his ability to make allies even out of potential enemies make him comfortable in all situations—and will make PETA a force to be reckoned with for many years to come.

# Celebrate a Vegan Holiday

These delicious recipes will please every palate and make it easier to give up the giblets, giving everyone—including animals—something to be thankful for this holiday season.

#### Savory 'Chicken' Pot Pie

- ¼ cup vegetable bouillon or faux chicken broth powder
- 2½ cups hot water
- ½ cup nutritional yeast flakes  
(available at health-food stores)
- ½ cup flour
- ½ cup oil
- 1 tsp. garlic salt
- ½ tsp. pepper
- 1 15.5-oz. can white potatoes, drained and cut into small pieces
- 1½ cups frozen or canned and drained mixed corn kernels, peas, and diced carrots
- ½ lb. faux chicken, cut into tiny cubes  
(try Gardein Chik'n Strips)
- 1 box puff pastry sheets

- Preheat the oven to 400°F. Mix the vegetable bouillon or faux chicken broth powder with the hot water to make stock. Set aside.
- Combine the nutritional yeast and flour in a large pot and stir constantly over low heat until lightly toasted. Add the oil, stirring to make a roux. Slowly whisk in the stock, garlic salt, and pepper. Add the vegetables and faux chicken. Cook for 5 to 10 minutes or until heated through.
- Roll out one sheet of puff pastry and place in a 9-inch pie dish, trimming to fit. Place the pastry in the oven for 5 to 10 minutes or until it starts to puff. Remove the pastry from the oven, pour the filling into it, and place the other sheet of puff pastry on top, cutting and pressing together the edges and making several 1-inch slices on top to allow the steam to escape. Continue baking for approximately 20 minutes or until the pastry is golden and puffed.

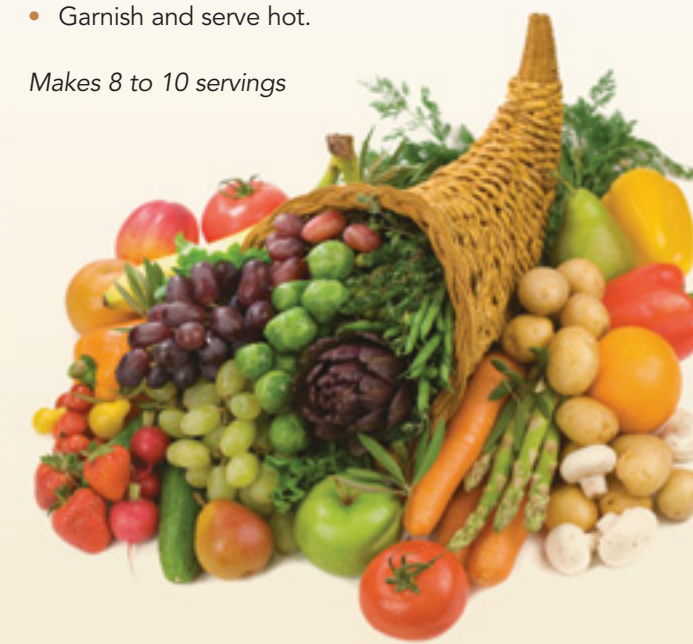
Makes 6 servings

#### Cider-Mashed Sweet Potatoes

- ⅔ cup apple cider
- 5 large sweet potatoes or yams, scrubbed but unpeeled
- ¼ cup vegan margarine
- 2 Tbsp. light brown sugar
- ½ tsp. salt
- Lightly toasted, chopped pecans or thinly sliced pineapple rings, for garnish

- Boil the cider in a small saucepan over high heat until reduced by half, about 7 minutes. Set aside.
- Bring a large pot of lightly salted water to a boil. Add the sweet potatoes and cook until tender, 30 to 40 minutes. Drain well.
- Peel the hot sweet potatoes, using a kitchen towel to protect your hands. Return the potatoes to the warm pot, add the cider, margarine, brown sugar, and salt and mash until well blended.
- Garnish and serve hot.

Makes 8 to 10 servings





Animals Are Wondrous:

# RABBITS

As you can see by our bunny logo, we're pretty fond of rabbits. Between their distinctive, cuddly appearance and gentle nature, what's not to love about these beautiful and benevolent animals? Highly social, rabbits live in groups in underground burrows. Rabbits are sensitive, smart, affectionate animals with individual personalities, just like dogs and cats. They make lifelong bonds with other rabbits and humans, play with toys, watch TV, "dance" when they're excited, and purr when they're happy.

But the millions of rabbits who are raised and killed for their fur every year have nothing to purr about. PETA blew the lid off the rabbit-fur industry by releasing video footage from undercover investigations of two fur farms in China. Investigators filmed rabbits—who are extremely clean by nature—confined to small, filth-encrusted cages. Rabbits on fur farms spend their



entire miserable lives standing on thin cage wires, never having a chance to dig, jump, or play. Fur farmers kill rabbits using cruel methods—breaking their necks or beating in their skulls—before stringing them up by the legs and cutting off their heads.

As a result of PETA's investigations, campaigns, and negotiations, top designers and retailers—including Tommy Hilfiger, Calvin Klein, Ralph Lauren, Gap Inc., Abercrombie & Fitch, American Eagle, Wet Seal, and Forever 21—have stopped selling rabbit fur.

We're also keeping up the pressure in our campaigns against deceptive designers Donna Karan and Giorgio Armani, both of whom broke their promises to drop rabbit fur. Getting help from some famous friends, PETA has created ads starring singer Natalie Imbruglia,



Australian model Imogen Bailey, and *Glee* star Charlotte Ross—all of whom have posed alongside bunnies to remind consumers that even a little bit of trim adds up to a world of suffering for animals. (Check out additional details on our fur campaigns starting on page 2.)

PETA is also fighting for rabbits who are victims of the pet trade. A complaint from PETA led to charges of two counts of cruelty to animals against a former Petland employee after she allegedly posted a photograph of herself drowning two rabbits in the store's back room on Facebook. The Akron, Ohio, store quickly closed following our complaint, and we're now calling on Petland to stop selling rabbits at all of its nationwide locations.

For every animal purchased at a pet store, an animal in a shelter loses his or her chance at finding a good home. In addition, rabbits in the pet industry are highly susceptible to abuse because so many are purchased on impulse (often at Easter). Most of these bunnies end up being taken to animal shelters or let loose to fend for themselves.

Animal researchers treat rabbits like disposable test tubes. Every year in the U.S., more than 241,000 rabbits are used in laboratories. Thanks to PETA's hard work and the unwavering support of our Augustus Club members, countless rabbits have been spared from pain and death in experiments.

After years of pressure from PETA and thousands of our supporters, the U.S. Department of Transportation has issued a new rule promoting the use of non-animal testing methods to replace the use of rabbits in painful and deadly skin-corrosion tests.

During our undercover investigation of Professional Laboratory and Research Services, Inc.

(PLRS)—a North Carolina contract laboratory that tested flea and tick products on animals—we found that hundreds of rabbits, dogs, and cats were being subjected to cruel experiments, abusive handling, neglect, and miserable living conditions. In one experiment, rabbits were repeatedly forced to wear a capsule against their skin containing thousands of ticks and were later killed.

After reviewing our findings, a grand jury returned indictments of 14 counts of felony cruelty to animals against four individuals who worked at PLRS. This is a monumental victory and marks the first time in U.S. history that laboratory workers have faced felony cruelty charges for their abuse of animals in a laboratory.



## WHAT YOU CAN DO

While PLRS has closed its doors and surrendered its animals, countless other animals are currently suffering in similar laboratories. Please use only products that have not been tested on animals, and urge companies to use only non-animal methods in the development and testing of products. To get active for animal rights in your community, visit [PETA.org/Action](http://PETA.org/Action).



# A Gift of Life to Animals: Life Insurance Policies

By *Lisa Leizear*, Gift Planning Specialist at the PETA Foundation

Two years ago, I started working for the PETA Foundation, and it has been the most rewarding job I have ever had. I have the privilege of helping PETA's wonderful members make preparations to fulfill their vision of leaving a legacy to help PETA's lifesaving work. While there are many ways to continue our compassion into the future, there is one that comes up quite often: making a gift of life insurance.

Life insurance is a fabulous way to leverage relatively small premium payments into a potentially large gift to animals. Therefore, it is perhaps one of the most financially efficient ways to make a major deferred donation to PETA. In addition to giving PETA a stronger voice for animals in the future, giving charitable life insurance can help you out when tax time rolls around. The following are a few ideas to consider:

- You can make PETA a beneficiary of a current life insurance policy. Doing so is as simple as requesting a beneficiary designation form from your employer or insurance company. The full amount received by PETA is deductible from your gross estate as a charitable contribution. Most forms require the following information:

**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

**Your relationship to the beneficiary:** charity

- You can choose to donate a policy by naming PETA as the owner as well as the beneficiary. This can be done with a current policy on which you are still making payments, with a policy that has been paid in full, or by purchasing a new policy. Because PETA would be the owner, the premium amount can be tax-deductible. You could also be entitled to a current income tax deduction, and the amount received by PETA would not be included in your gross estate.
- If you participate in a group-term life insurance policy through your workplace, you can donate your excess coverage to PETA. Many employers provide generous life insurance coverage as a fringe benefit to their employees, but you may not realize that you are required to pay income tax on the cost of coverage over \$50,000. However, a special rule waives this tax if you donate the excess coverage to charity.

Together, we are making a better world for all living beings. Join PETA in giving the gift of life to animals. To learn more about using life insurance policies as a gift to PETA, please contact the PETA

Foundation's Gift Planning Department at 757-962-8213 or [PlannedGiving@peta.org](mailto:PlannedGiving@peta.org). We recommend that you consult your independent financial, tax, or legal advisor for specific help with your particular situation.

