



# PETA's augustus CLUB

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## When 'Old School' Methods Just Won't Do, We Rely on peta2

What's the difference between PETA and peta2? The campaign goals are the same, but the difference is the target audience. We created peta2 to inject the concept of animal rights directly into the bloodstream of today's youth culture.

That's because the best way to create lasting, long-term changes for animals is by making sure that future generations understand that animals have the right not to be turned into a burger or a belt or to be tested on.

Our objective is to make it impossible for young people to graduate from high school or college without knowing that animal rights is a serious social issue that deserves their attention.

peta2 puts a youth-friendly spin on all of PETA's campaigns by making them a little more edgy while emphasizing the use of social-media platforms that we know young people use. For example, PETA was one of the very first nonprofits to figure out how to use Twitter as a tool for activism.

Young people who join peta2's Street Team receive weekly activist "missions"—fun, innovative, and quick actions that they can take to promote animal rights in their community. Street Teamers accumulate points for completing these missions, which they can cash in for PETA T-shirts, celebrity-autographed items, and other prizes.



With more than 560,000 young people actively engaging with peta2, PETA has the largest youth membership not just of any animal-protection group but of any social-justice organization, period.

### peta2 and the Art of Outreach

Every summer, peta2 dominates the summer music scene by hitting the road with some of the most popular concert tours. We set up booths at each concert so that every day, thousands of young people can take our literature and DVDs and watch videos of undercover investigations.

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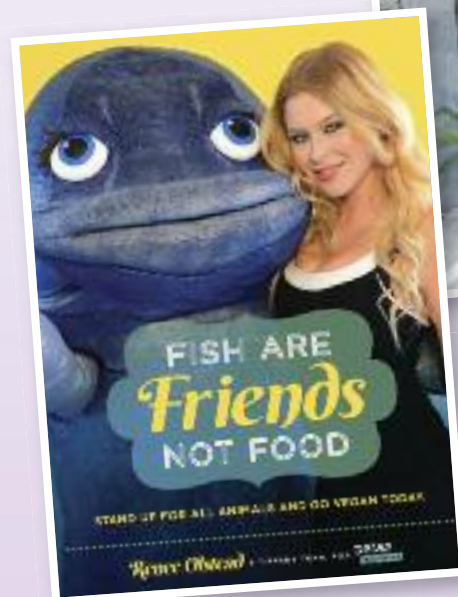
Every day that we're on tour, we recruit thousands of new peta2 members who sign campaign petitions and subscribe to our action alert texting program, through which they can take action on important issues instantly.



We also offer young people a visceral, hands-on experience through our wildly innovative, interactive exhibits. One of our recent campaigns inspired more than 80,000 people to take the "Try Vegan" pledge via their mobile phones and to subscribe to our text message tips on eating vegan. This exhibit, which accompanied last summer's massively popular Vans Warped Tour, was designed to resemble a carnival sideshow tent. Inside, interactive and cheeky displays

and games encouraged visitors to consider that our society's present treatment of animals is often just as antiquated and bizarre as the "human oddity" sideshows of the past.

On the college front, we're making a huge impact. Our "Glass Walls" exhibit—the largest and most visually arresting animal rights exhibit ever to travel to campuses—appeared at more than 60 colleges and universities last year. The attention-grabbing walk-through display—featuring a life-size gestation crate and compelling footage of how chickens, turkeys, pigs, and



cows suffer before they're killed for the table—sparked enormous interest from students coast to coast.

As a result of peta2's efforts working alongside students who are pushing for more vegan options on campus, dozens of universities have expanded the cruelty-free offerings on their menus, including Ohio State University, the University of Colorado, the University of Central Florida, the University of California—Irvine, and the University of California—San Diego, which opened its first all-vegan dining hall.

To capitalize on some young people's obsession with video games, we also create games with a strong animal rights message that are spread widely online. For instance, on the day PETA launched a Pokémon parody game, we received more than 1 million hits on our website. Our hard-hitting "Free Me" video (which takes viewers on a heartbreaking journey through the horrors of using animals for food, clothing, experimentation, and entertainment) automatically plays at the end of the game and has now been viewed more than 510,000 times.

We're confident that not a day goes by that a young person somewhere doesn't have a life-changing revelation as a result of peta2's work. As Augustus Club members, you play a vital role in making this work possible. Thank you so much!



Left: Actor Renee Olstead in her first peta2 ad; above: PETA staff Chelsi Schriver and Marta Holmberg pose with the "Not a Nugget" mascot and with actor and peta2 supporter Daniella Monet (far right)

## MEET MARTA HOLMBERG, PETA's Director of Youth Outreach and Campaigns



**Augustus Club:** PETA has been cited as the most popular social-change organization among young people. In your opinion, why does PETA connect with young people more successfully than other organizations?

**Marta Holmberg:** Early on, we recognized the importance of reaching young people, and we decided to dedicate an entire division of PETA to doing just that.

We really pay attention to what young people like and what they do. We create "missions" that we think will appeal to them. We make things fun.

Also, we always respond whenever they contact us. If they tweet us, we tweet back. If they text us, we text back. We try to make interacting with peta2 seem like hanging out with a friend. And we always answer their questions. That kind of thing makes a huge difference. Kids have told us that they feel valued by us—like they're part of our team, instead of feeling like anonymous people interacting with a faceless organization.

Another key to our success is that we're everywhere—all the places, both real and virtual, where young people spend time. We text them on their phones; we table at concerts; we visit college campuses, high schools, and elementary schools; and we're on Instagram, Facebook, and Twitter.

**AC:** Describe a facet of your job that makes you especially happy.

**MH:** I love seeing all the messages every day from young people telling us how much peta2 has motivated them to make changes in their lives. We get tweets telling us that they just went vegan or just read some peta2 literature and it changed the way they thought about leather, animal experimentation, or circuses.



**AC:** What originally brought you to PETA?

**MH:** In college, I came across a business card with information on ordering a free vegetarian/vegan starter kit from PETA, so I ordered one. I was already vegetarian, but I didn't know that mother cows become sick and lame on

dairy farms or that the male calves are taken away from their mothers shortly after birth and raised for veal. After reading the starter kit, I went vegan.

Then I went to PETA.org and from there to the peta2 website, where I joined the Street Team. After college, I interned with PETA. During my internship, I saw a job posting for an assistant Street Team coordinator, so I applied and was hired in 2006. And I haven't looked back!

**AC:** What is your proudest accomplishment during your time at PETA?

**MH:** I'm very proud to have been one of the creators of PETA's *Vegan College Cookbook*.

During the tour to promote the book, I traveled to college campuses all over the country and did cooking demonstrations with only a microwave. It was fun to show people how easy it is to cook vegan meals anywhere—even in a dorm room. (It was not fun, however, lugging the microwave from cab to cab while visiting colleges in New York!)



We got a lot of positive feedback from students who said that the cookbook really helped them go vegan, which was so rewarding.

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

**MH:** Not only is PETA responsible for giving me a more fulfilling career than I ever could have imagined, it also introduced me to my husband. I met Scott Brewer five years ago in the PETA Foundation's Literature Department (where he still works). Now we're married, and we share our home with the world's two best cats. Thank you, PETA! And I also want to thank all our caring and generous Augustus Club members, without whom there would be no PETA for me to thank!



# Animals Are Wondrous: Bears

Bears are among the most fun-loving animals on the planet. Few animals play more than bear cubs do. And they can't resist the lure of a springy sapling. They climb up, ride the tops down, get off, and climb back up again. They walk the bent-over trees like tightropes and play "king of the mountain" on them with their mother and siblings.

A mother bear's love for her cubs is legendary. It's so universally recognized that when people encounter a situation in which children are in danger, it's often said that it "brought out the 'mama bear'" in them, describing their strongly protective feelings.

The bears of a region are usually familiar with one another, and meetings consist of complex social exchanges. They often form alliances and friendships, and some adult bears have even been known to mentor younger, unrelated ones.

Bears also possess a huge vocabulary of growls, huffs, and other vocalizations with which they express themselves as well as an excellent long-term memory and an ability to navigate that's superior to humans'. One wildlife photographer documented a bear as the

animal placed a log across a creek like a bridge—an example of the ability to use tools that indicates a high level of intelligence.

## How does your support of PETA help bears? Let us count the ways!

The Suarez Bros. Circus toured Mexico, the Caribbean, and Central and South America with—believe it or not—performing polar bears. These poor bears were sweltering in the tropical heat, were thin as rails, and were beaten regularly. We helped **get all of them confiscated by the U.S. government** and placed in U.S. zoos—not a perfect solution but definitely better than the circus.

A zookeeper in Baltimore, where one of the bears was placed, told us that on the first snow of the season, this dear bear—who had probably never seen snow before in her life—dived onto the ground and slid on her stomach through the snow in an expression of joy.

As a result of pressure from PETA, the U.S. government **pulled the last license in the country for bear wrestling**.



A bear languishes at the Cherokee Bear Zoo.



PETA supporters protest the Chief Saunooke bear pits.

## Giving Animals a Future

# Thank you!

We also thank PETA Vanguard Society members **Diana Laverdure** and **Rodney Dunetz** for their hard work on the Black Forest case. Whether it entailed visiting the facility and taking photographs so that PETA could have updated information, building relationships with local legislators and urging them to take action against Black Forest, or making sure that the issue was covered by local media, Diana and Rodney were totally committed to liberating these bears, and we couldn't have done it without them.



The move was a result of a collaborative effort among PETA, *The Simpsons* cocreator Sam Simon, and the Atlanta Humane Society.

A PETA undercover exposé helped highlight the suffering that goes into the bearskin hats worn by The Queen's Guards at Buckingham Palace. At least one bear is killed for each hat made. The exposé documented "bait and shoot" hunters as they lured Canadian black bears to barrels of food and then shot them. The footage showed a hunter shooting a mother bear, leaving her cub with little chance of surviving on his own. Bears who escape wounded die slowly and painfully.

After viewing PETA's investigative footage, the U.K. Ministry of Defence (MoD) agreed to consider finding a synthetic replacement for bearskin, and more than 200 members of Parliament have joined PETA U.K.'s campaign to urge the MoD to switch to faux fur for The Queen's Guards' hats. PETA Australia and our other international affiliates help keep the pressure up whenever members of the Royal family make public appearances abroad by sending bear mascots to greet them with a sign that reads, "Bearskins Are for Bears, Not Guards!"

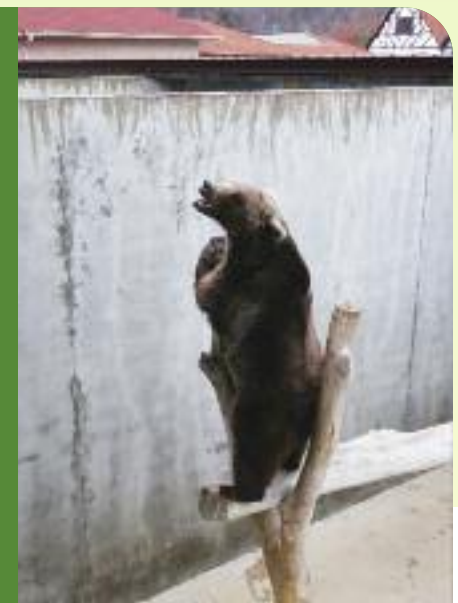
Last year, thanks in part to PETA's efforts, **11 bears who had been languishing for years in desolate concrete pits were rescued**. Following PETA's undercover investigation, Chief Saunooke Bear Park—a shoddy roadside zoo in North Carolina—permanently closed, and the bears now have grass beneath their feet and trees to climb in a beautiful sanctuary.

More recently, another group of bears—17 in all, including two pregnant mothers—were **relocated from virtually barren concrete pits at a roadside zoo in Georgia called Black Forest Bear Park** to acres of natural habitat at a sanctuary in Colorado, where they finally have the freedom to explore, roam, and nest. Best of all, the Black Forest Bear Park is now closed for good!

## WHAT YOU CAN DO

Now that Chief Saunooke Bear Park and Black Forest Bear Park are closed, only a handful of "bear pit" facilities still exist in the U.S. PETA's goal is to get all of them shut down. Please help us move closer to accomplishing this by contacting Barry and Collette Coggins—the owners of North Carolina's Cherokee Bear Zoo—at **828-497-4525** or at the following address: **Cherokee Bear Zoo & Exotic Animals, 1204 Tsalagi Rd., Cherokee, NC 28719**.

Politely urge them to close the bear exhibits immediately and agree to retire the animals to a reputable sanctuary where they can roam vast acreage, forage for their own food, and act on their natural instincts. Thank you for speaking out for these deserving animals. Your voice makes a difference!







## Join Us for These Exciting PETA Events!

### ▶ **'THE NAKED TRUTH: AN ANIMAL RIGHTS RADICAL AT LARGE'**

Please come and listen, learn, debate, and laugh as Ingrid E. Newkirk, PETA's president and top firebrand, puts her spin on the animal rights movement's trajectory. Controversial, truthful, and always thought-provoking, Ingrid has some electrifying thoughts to share about animals, our relationship with them, and how that relationship can and should evolve from here.

**Date:** Last week in June, 2014  
**Location:** Chicago

For more information and to purchase tickets, please visit [PETA.org/NakedTruth](http://PETA.org/NakedTruth). If you would like information regarding sponsorships or have any questions, please contact **Brittany Breithaupt** at **323-210-2261** or **BrittanyB@petaf.org**.

Ticket prices range from \$15 to \$100 for PETA members and \$20 to \$125 for nonmembers, and tickets

for those with a student ID are \$10. Sponsorship opportunities are also available.

Don't miss this opportunity to join in and get a look at the future of animal rights! And most importantly, please bring someone with you who has a dog or a cat at home or who simply has a heart and an open mind.



A packed house in Los Angeles to see Ingrid speak

### ▶ **ATTEND A PETA TELEPHONE TOWN HALL MEETING**



Sign up to join PETA's quarterly telephone and webinar meetings, available exclusively to PETA members.

At these meetings, you'll interact with key PETA staff, get the latest news on current campaigns, hear about recent highlights and victories, and have an opportunity to ask questions.

We'll alert you days before the town hall meeting is scheduled to take place so that you can plan ahead. If a town hall meeting falls on a date that's inconvenient for you, just let us know, and we'll be sure to send you a link to a recording of it online.

To participate, please visit [PETA.org/TownHall](http://PETA.org/TownHall) and provide your e-mail address or telephone number. (We won't share your e-mail address or telephone number with any organization not affiliated with PETA.)



Rabbit: © iStock.com/stefan1234

### ▶ **ANIMAL RIGHTS 2.0: HOW TO MAXIMIZE YOUR ANIMAL RIGHTS INFLUENCE**

Whether you're a seasoned animal rights veteran or a freshly minted vegetarian just getting your feet wet, we think you'll be inspired and transformed by PETA's new Animal Rights 2.0 workshop!

Please join us for an intensive, one-day course on being the best animal advocate you can be. You'll take part in a variety of classes taught by PETA campaign professionals—some of the world's most creative, powerful, and effective activists, who are eager to share their experiences from the front lines.

Have you ever seen an abused or a neglected animal but weren't sure of the best way to help? We'll tell you exactly how to proceed. Not sure how to respond to your coworkers' light-hearted barbs about not eating meat? We'll give you tips. Concerned that a pet store, fur boutique, or other animal-exploiting business may open in your neighborhood? We've got a plan for you. Want to stop your child's school from taking a field trip to the circus or organize a local demonstration? We'll show you how.

We'll give you practical information about what works (and what doesn't) on subjects ranging from how to get others to stop eating animals to the best way to combat animal homelessness in your neck of the woods to how to veganize your office potluck. We'll offer inspiring victories, insightful advice, real-life examples, and amusing anecdotes. After completing this course (and receiving a certificate of completion), you'll be confident and fully equipped with invaluable resources, including PETA contacts for future help.

During your time with us, you'll have ample opportunity to form new friendships with compassionate, like-minded people. We'll be hosting this workshop at the following locations:

- ▶ The Sam Simon Center in Norfolk, Va., on October 17 and 18
- ▶ The Bob Barker Building in Los Angeles, Calif., in early 2015 (exact date TBA)

Exact dates will be announced later. For more information and to register, contact **Emma Keilbey** at **323-210-2262** or **EmmaK@petaf.org**.



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# It's Easy to Turn Your Compassion Into Action

Here are several great ways to get out and make a difference in your community:

- 1 Buy animal rights books to donate to your local library. Visit [PETACatalog.com](http://PETACatalog.com) to purchase select books for your library at a 20 percent discount.
- 2 Wear clothing and buttons with pro-animal statements.
- 3 Post PETA literature on bulletin boards. (You can order it for free by calling **757-622-PETA** or visiting **PETACatalog.com**.)
- 4 Offer to show videos, sponsor speakers, and host seminars for local civic groups.
- 5 Take vegan meals (and the recipes!) to functions. Find recipes at **PETA.org/Recipes**.
- 6 Speak up! When people ask you why you don't eat animals, don't just call it a "personal choice." Instead, paint a vivid picture of cruelty and explain how easy it is to go vegetarian or vegan.
- 7 Show your hairdresser or barber some of the many great hair-care products that aren't tested on animals.
- 8 Ask for more vegan options at local restaurants and grocery stores.
- 9 Lend animal rights books to your friends and place them in the library of your condo, retirement home, town, school, or place of worship.
- 10 Suggest an animal rights book such as *Dominion* by Matthew Scully for your next book club meeting or church study group.

Don't feel like getting out and about? **No problem.** You can help animals without even leaving the couch!

- 1 Write to the producer of any television program in which characters abuse or ridicule animals and contact the network that airs the show as well.
- 2 Pen a brief, pointed letter to the editor of any newspaper that runs an ad for a fur sale.
- 3 Call and voice your objection to local newspapers and TV and radio stations that promote entertainment events that use animals, such as circuses and rodeos.
- 4 Include a PETA leaflet with every bill you pay and place an animal rights sticker on the outside of the envelope.
- 5 Ask your local schools to stop keeping animals in the classroom or requiring students to dissect animals. PETA can provide information on virtual-dissection software that can be used instead.
- 6 Include an animal rights quotation or a Web link to a video in your e-mail signature.



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