



PETA's augustus CLUB

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Animals Are Wondrous: **Orcas**



There may be few experiences as uplifting as watching orcas in the wild. As they effortlessly navigate their surroundings, their demeanor and power are simultaneously elegant and awe-inspiring. They're extremely intelligent and highly social animals who live in tightly knit family pods of up to 30 orcas for their entire lives. Each pod has its own unique culture and dialect.

But in captivity, orcas from very different pods are forced to live together. Baby orcas at SeaWorld and other marine parks are frequently torn away from their frantic mothers and shipped off to other marine parks, breaking their extraordinary lifelong bond.

In the wild, orcas' social rules prevent serious violence among members of the same pod. But in marine parks such as SeaWorld, confinement to cramped tanks causes anxiety and tension that often leads to fights, injuries, and even deaths, since there is no way to escape the violence.

Two of the former SeaWorld trainers featured in the highly acclaimed documentary *Blackfish* were part of PETA's groundbreaking 2011 lawsuit asking that a federal court declare that SeaWorld was holding five wild-caught orcas as slaves in violation of the 13th Amendment to the Constitution. This historic case marks the first time a U.S. court has considered constitutional rights for animals, and it created a huge international—and ongoing—debate on the ethics of captivity.

With the support of our Augustus Club members, PETA is working hard to alleviate the suffering of captive orcas and turning up the heat on SeaWorld:

- PETA's anti-SeaWorld ad was displayed in the San Diego airport after it had been initially rejected.
- We've convinced Southwest Airlines, Virgin America, and many other companies to end their SeaWorld promotions.
- We purchased enough stock in SeaWorld to allow us to submit shareholder resolutions calling for the park to develop coastal sanctuaries and to retire and rehabilitate its orcas.
- We called for SeaWorld to be cited for violations of the federal Animal Welfare Act after a PETA Foundation veterinarian found orcas at SeaWorld San Diego covered with scars and exhibiting behavior indicating severe psychological distress.

As a result of our efforts, SeaWorld's stock has dropped more than 44 percent, its attendance is down, its revenue has decreased by millions, it recently had to lay off more than 300 staff members, and its CEO has resigned! We will keep up the pressure until all orcas are in seaside sanctuaries!



Inside:
*The Sun Never Sets
on the Vital Work
of PETA and
Our Affiliates*

The Sun Never Sets

on the Vital Work of PETA and Our Affiliates



Cruelty to animals never stops. Every minute of every day, animals are suffering in laboratory cages, in roadside zoos, on fur farms, and in countless other situations and places around the world.

So, there's *never* any hour of the day in which a staff member of PETA or its affiliates isn't working to end animal suffering somewhere.

To help give you a sense of our round-the-clock work, here's an hour-by-hour snapshot of some of the typical actions for animals that PETA and its affiliates carry out during the course of just one 24-hour spin of the Earth on its axis.



LONDON (Wed., 6 a.m. GMT)

- ▶ **SEATTLE, WASH.** (Tue., 10 p.m. PT): PETA U.S. is expediting emergency veterinary care for a dog with a bone caught in his throat after the owners called PETA's 24-hour emergency hotline for help because they couldn't afford intervention.
- ▶ **MUMBAI** (Wed., 11:30 a.m. IST): PETA India is filing a lawsuit seeking the release of an elephant from a temple in which he's chained and beaten.
- ▶ **TOKYO** (Wed., 3 p.m. JST): PETA Asia is leafleting at a Tokyo airport to pressure Air France to stop shipping monkeys to laboratories.

LONDON (Wed., 12 a.m. GMT)

- ▶ **LOS ANGELES** (Tue., 4 p.m. PT): PETA U.S. is busy hosting a huge adoption event for 100 chickens who were rescued from an egg factory by Animal Haven.
- ▶ **NEW YORK** (Tue., 7 p.m. ET): PETA U.S. is giving a lecture at a law school.
- ▶ **MANILA** (Wed., 8 a.m. PHT): PETA Asia is meeting with government officials about preparations for safeguarding animals during typhoon season.

LONDON (1 a.m. GMT)

- ▶ **LOS ANGELES** (Tue., 5 p.m. PT): PETA U.S. is shooting an eye-catching anti-fur ad with an NFL player.
- ▶ **HONG KONG** (Wed., 9 a.m. HKT): PETA Asia is e-mailing notices to its Activist Network about an upcoming demonstration against testing cosmetics on animals.
- ▶ **MELBOURNE** (Wed., 12 p.m. AET): PETA Australia is holding a demonstration against the live exportation of sheep.

LONDON (2 a.m. GMT)

- ▶ **NORTH CAROLINA** (Tue., 9 p.m. ET): PETA U.S. is typing up incidents of animal abuse witnessed during the investigation of a pig farm.
- ▶ **HO CHI MINH CITY** (Wed., 9 a.m. ICT): PETA Asia is shooting an ad with a film star to promote the spaying and neutering of companion animals.
- ▶ **SYDNEY** (Wed., 1 p.m. AET): PETA Australia is meeting with a major clothing company to discuss banning the sale of angora.

LONDON (3 a.m. GMT)

- ▶ **LOS ANGELES** (Tue., 7 p.m. PT): PETA U.S. is editing video footage from its latest investigation to post online.
- ▶ **MUMBAI** (Wed., 8:30 a.m. IST): PETA India is packing and shipping its Compassionate Citizen humane-education materials to thousands of schools that are eager to use them.
- ▶ **MANILA** (Wed., 11 a.m. PHT): PETA Asia is responding to an urgent situation after local authorities declined to help a dog who had been hit by a car.

LONDON (4 a.m. GMT)

- ▶ **MUMBAI** (Wed., 9:30 a.m. IST): PETA India is drafting a legal complaint against bullfights that are being held illegally.
- ▶ **SHANGHAI** (Wed., 12 p.m. CST): PETA Asia is holding a colorful demonstration to promote the health benefits of vegan eating to city center shoppers.
- ▶ **BRISBANE** (Wed., 2 p.m. AET): PETA Australia is sending out a news release offering a \$5,000 reward to catch a culprit in an animal decapitation case.

LONDON (5 a.m. GMT)

- ▶ **KOLKATA** (Wed., 10:30 a.m. IST): PETA India is notifying police of an illegally planned horse race.
- ▶ **BEIJING** (Wed., 1 p.m. CST): PETA Asia is holding a news conference to unveil its latest video evidence showing that dog leather is used in the clothing trade.
- ▶ **SYDNEY** (Wed., 4 p.m. AET): PETA Australia is doing a TV news interview on its exposé of sheep abuse in Australian shearing sheds.

LONDON (7 a.m. GMT)

- ▶ **STUTTGART** (Wed., 8 a.m. CET): PETA Germany is analyzing video footage from an undercover investigation of a chicken farm.
- ▶ **NEW DELHI** (Wed., 12:30 p.m. IST): PETA India is holding a stunning anti-leather demonstration.
- ▶ **SHANGHAI** (Wed., 3 p.m. CST): PETA Asia is exhibiting an interactive animal rights display on a college campus.

LONDON (8 a.m. GMT)

- ▶ **LONDON** (Wed., 8 a.m. GMT): PETA U.K. is sending out a news release on its latest success in reducing the number of animals used in the REACH chemical-testing program.
- ▶ **MUMBAI** (Wed., 1:30 p.m. IST): PETA India is assisting police in confiscating a lame horse from a carriage driver with animal-welfare violations.
- ▶ **LA UNION** (Wed., 4 p.m. PHT): PETA Asia is meeting with Philippine attorneys with regard to prosecuting buyers of animal-abusing sexual-fetish videos.

LONDON (9 a.m. GMT)

- ▶ **LONDON** (Wed., 9 a.m. GMT): PETA U.K. is planning its Vegan Fashion Awards ceremony, which will honor cruelty-free designers.
- ▶ **STUTTGART** (Wed., 10 a.m. CET): PETA Germany is booking billboard space for a new anti-dairy ad.
- ▶ **MUMBAI** (Wed., 2:30 p.m. IST): PETA India is meeting with government officials about replacing animal dissection in the few remaining medical school courses that still require it.

LONDON (10 a.m. GMT)

- ▶ **STUTTGART** (Wed., 11 a.m. CET): PETA Germany is lobbying authorities to confiscate two chimpanzees who are being kept as "pets" by an abusive owner.
- ▶ **MANILA** (Wed., 6 p.m. PHT): PETA Asia is posting an action alert on Facebook to help free Mali the elephant, who's being held in solitary confinement at the Manila Zoological and Botanical Garden.
- ▶ **ADELAIDE** (Wed., 8:30 p.m. ACT): PETA Australia is tabling at a music festival, distributing animal rights literature and DVDs to hundreds of concertgoers.

LONDON (11 a.m. GMT)

- ▶ **LONDON** (Wed., 11 a.m. GMT): PETA U.K. is receiving confirmation that a major clothing retailer has agreed to stop selling products made from angora.
- ▶ **PARIS** (Wed., 12 p.m. CET): PETA France is holding a demonstration against the use of exotic skins, such as snake and alligator skin, for fashion.
- ▶ **MUMBAI** (Wed., 4:30 p.m. IST): PETA India is reviewing photographs of sick and injured animals from a recent circus investigation.



Rats: © iStock.com/wildcat78 • Map: © iStock.com/kacchuk





LONDON
(12 p.m. GMT)

▶ **NORTH CAROLINA** (Wed., 7 a.m. ET): PETA U.S. is recording animal abuse on a pig farm via an investigator with a hidden camera.

▶ **BRIGHTON** (Wed., 12 p.m. GMT): PETA U.K. is holding a “public bathing” demonstration to illustrate the fact that producing just one steak uses the same amount of water as taking 50 baths.

▶ **MUMBAI** (Wed., 5:30 p.m. IST): PETA India is shooting an ad with a Bollywood actor to promote the adoption of street dogs and discourage the buying of companion animals from breeders.

LONDON
(1 p.m. GMT)

▶ **WASHINGTON, D.C.** (Wed., 8 a.m. ET): PETA U.S. is filing a SeaWorld shareholder resolution pushing the company to send the orcas it holds captive to coastal sanctuaries.

▶ **LONDON** (Wed., 1 p.m. GMT): PETA U.K. is protesting the sale of foie gras at a Fortnum & Mason store.

▶ **AMSTERDAM** (Wed., 2 p.m. CET): PETA NETHERLANDS is giving a newspaper interview about the cruelty of angora rabbit farms.



LONDON
(2 p.m. GMT)

▶ **AUSTIN, TEXAS** (Wed., 8 a.m. CT): PETA U.S. is setting up its traveling “I, Chicken” virtual reality exhibit to give students a glimpse into the lives of chickens.

▶ **NORFOLK, VA.** (Wed., 9 a.m. ET): PETA U.S. is building specially designed doghouses for dogs forced to live outdoors in impoverished areas.

▶ **LONDON** (Wed., 2 p.m. GMT): PETA U.K. is meeting with government officials and urging them to replace animals with superior non-animal methods in chemical regulatory testing.

LONDON
(3 p.m. GMT)

▶ **KEENESBURG, COLO.** (Wed., 8 a.m. MT): PETA U.S. is releasing 16 bears, who were rescued from a shoddy roadside zoo in Georgia, into their new home at a sanctuary.

▶ **NORFOLK, VA.** (Wed., 10 a.m. ET): PETA U.S. is hosting an interactive online training session on virtual-dissection software for college science teachers.

▶ **STUTTGART** (Wed., 4 p.m. CET): PETA Germany is posting the monthly mission for its “Rise and Resist” street team, PETA Germany’s youth activist network, on Facebook.



LONDON
(4 p.m. GMT)

▶ **LOS ANGELES** (Wed., 8 a.m. PT): PETA U.S. is researching SeaWorld executives’ public-speaking engagements and planning microphone takeovers.

▶ **EMPORIA, VA.** (Wed., 11 a.m. ET): PETA U.S. is spaying and neutering dogs and cats in its mobile veterinary clinic.

▶ **LONDON** (Wed., 4 p.m. GMT): PETA U.K. is preparing a Trading Standards complaint against the “Origin Assured” clothing label for misleading consumers about fur supplier standards.

LONDON
(5 p.m. GMT)

▶ **LOS ANGELES** (Wed., 9 a.m. PT): PETA U.S. is meeting with a film director to discuss using computer-generated imagery instead of real animals in a movie.

▶ **NORFOLK, VA.** (Wed., 12 p.m. ET): PETA U.S. is on the phone with a whistleblower from a U.S. military laboratory.

▶ **STUTTGART** (Wed., 6 p.m. CET): PETA Germany is drafting a statement calling for the release of the dolphins at the Duisburg Zoo that will be presented at a parliamentary hearing.

LONDON
(6 p.m. GMT)

▶ **PHOENIX, ARIZ.** (Wed., 11 a.m. MT): PETA U.S. is leading a humane law enforcement conference seminar on how to inspect traveling circuses for violations of local anti-cruelty ordinances.

▶ **WASHINGTON, D.C.** (Wed., 1 p.m. ET): PETA U.S. is stocking distribution stands throughout the city with its vegan starter kit.

▶ **PARIS** (Wed., 7 p.m. CET): PETA France is giving a live TV news interview on its campaign to get Air France to ban the transport of monkeys to laboratories.

LONDON
(7 p.m. GMT)

▶ **LOS ANGELES** (Wed., 11 a.m. PT): PETA U.S. is sending an e-newsletter to its network of teachers with a list of recommended animal-oriented children’s books and classroom discussion questions.

▶ **WASHINGTON, D.C.** (Wed., 2 p.m. ET): PETA U.S. is submitting a Federal Trade Commission complaint about deceptive labeling practices used by a meat producer stating that its suppliers raise animals in “humane” conditions.

▶ **EAST YORKSHIRE** (Wed., 7 p.m. GMT): PETA U.K. is attending a city council meeting and arguing against plans to build a facility to breed dogs for use in laboratories.

LONDON
(8 p.m. GMT)

▶ **LOS ANGELES** (Wed., 12 p.m. PT): PETA U.S. is writing a script for an ad advocating spay and neuter surgeries for companion animals.

▶ **CHICAGO** (Wed., 2 p.m. CT): PETA U.S. is meeting with a chemical company about replacing animal tests with superior non-animal methods.

▶ **BERLIN** (Wed., 9 p.m. CET): PETA Germany is recruiting concertgoers to sign a pledge to go vegan for 30 days.

LONDON
(9 p.m. GMT)

▶ **LOS ANGELES** (Wed., 1 p.m. PT): PETA U.S. is e-mailing a national network of campus representatives encouraging them to push for more vegan options in college cafeterias.

▶ **WASHINGTON, D.C.** (Wed., 4 p.m. ET): PETA U.S. is filing a Freedom of Information Act request regarding experiments that use monkeys at the National Institutes of Health.

▶ **MELBOURNE** (Thu., 8 a.m. AET): PETA Australia is contacting fashion show venues and pushing them to adopt no-fur policies.

LONDON
(10 p.m. GMT)

▶ **TOPEKA, KAN.** (Wed., 4 p.m. CT): PETA U.S. is giving a presentation to the Kansas State Board of Education on alternatives to animal dissection.

▶ **WASHINGTON, D.C.** (Wed., 5 p.m. ET): PETA U.S. is drafting a legal complaint about Animal Welfare Act violations by a Florida roadside zoo.

▶ **BEIJING** (Thu., 6 a.m. CST): PETA Asia is departing to investigate and take video footage of a rural dog-slaughter operation.

LONDON
(11 p.m. GMT)

▶ **BOULDER, COLO.** (Wed., 4 p.m. MT): PETA U.S. is hosting a teleconference with scientists about PETA’s funding of the development of non-animal testing methods.

▶ **NORFOLK, VA.** (Wed., 6 p.m. ET): PETA U.S. is feeding cats who were rescued from a hoarder.

▶ **SYDNEY** (Thu., 10 a.m. AET): PETA Australia is holding a demonstration against the painful mulesing of lambs by the wool industry.



Beagle: © iStock.com/GlobaP • Angora rabbit: © iStock.com/pixelmamiak

Thanks to the generosity of Augustus Club members like you and the wonderful supporters of our international affiliates, PETA and its affiliates are able to work for animals every hour of every day.

What PETA Really Stands For

People

I am you, only different.

Human beings create temporary and arbitrary boundaries to exclude other beings who are “different.” Humans have justified slavery, sexual violence, wars, and child abuse by believing, in error, that those who are “different” do not experience suffering and are not worthy of moral consideration.

These boundaries change throughout history, and we are horrified now to look back on the abuse inflicted on others once classified as outsiders—the extermination of Jews by the Nazis, the enslavement of Africans by American plantation owners, the slaughter of Christians for entertainment by Roman centurions, and more. Laws now forbid discrimination based on gender, race, religion, disability, age, and—only recently—sexual orientation. Yet it was not that long ago that human beings classified as “different” by those with power often faced torture, exploitation, and death.

Sometimes those in power claimed that juvenile or dark-skinned human beings couldn't feel pain.

All beings share the desire to live. We all feel pain, joy, grief, pleasure, and fear. We all have worth.

Sometimes the powerful claimed superiority granted by God. Our society no longer believes that any human being has the right to enslave, rape, or torture another human being for any reason. We accept that all human beings share fundamental rights, and we celebrate our differences.

Ethical

Do unto others as you would have them do unto you.

We are taught the Golden Rule as young children, and all major religions teach principles of nonviolence and kindness. The Rev. Dr. Martin Luther King Jr. said, “Injustice anywhere is a threat to justice everywhere.” Ethical treatment—the Golden Rule—must be extended to all living beings: mammals, birds, amphibians, reptiles, fish, crustaceans—even insects.

Would we imprison children in cages too small for them to move? Would we violate women and steal their babies? Would we deliberately infect people with diseases and leave them untreated? Of course not—so why would we do the same to any other sentient beings? We must abandon the outdated and misguided boundary of “human,” which we use to justify the ongoing massacre of billions of living beings.

Charles Darwin showed over a century ago that all beings stem from the same common ancestor. All beings share the desire to live. We all feel pain, joy, grief, pleasure, and fear. We all have worth.

Treatment

Animals are not ours to eat, wear, experiment on, use for entertainment, or abuse in any other way.

All beings desire the freedom to live a natural life according to their inherent desires and instincts. While no one can avoid experiencing a certain amount of suffering in life, human beings must stop deliberately inflicting suffering on others out of greediness. We sacrifice nothing when we replace a cheeseburger with a veggie burger or a leather purse with a fabric one. But when we choose the cheeseburger or the leather purse, the beings we are exploiting lose their lives just to satisfy our selfish desires.

We are taught from a young age to discriminate among beings.

We are taught from a young age to discriminate among beings. We are fooled into eating the flesh of some beings, ignoring the cries of hunted beings, and cuddling up with and petting other beings. We grow up confused—as adults, most human beings are sickened and saddened when they see beings tortured and killed, yet they purchase and eat animal flesh and wear animal skins without hesitation. We work hard to deceive ourselves and each other in order to maintain the illusion of a meaningful boundary around “human beings.”

The threat of economic collapse, the defiant claim of inherent rights, and the stubborn refusal to change

behavior—these tired arguments against rights for other beings have all been heard, and overcome, before. Every time a boundary shifts, the suffragists or the abolitionists or the emancipators are at first ridiculed and belittled for their stance on equal consideration. But eventually, the lies are exposed and rights are won—for women, children, blacks, Jews, gays, etc. Let freedom now ring for all beings.

Animals

We are all animals.

Human beings have few unique capabilities—many other beings can learn a language, enjoy complex social bonds, sacrifice pleasure for the good of others, recall information, make tools, use their imagination, and dream. Many other beings play with their friends, seek intimacy, gossip, and mourn their dead. Some beings have enormous capabilities beyond our own—such as in navigation, endurance, communication, and detection of natural phenomena. We don't yet fully understand how all beings think, or what they think, but dismissing their mental world as less developed, rational, moral, or intelligent than our own would clearly be erroneous.

But regardless of their capabilities, no living being deserves abuse. We all believe that it's wrong to abuse infants and mentally and physically challenged human beings. In the same way, all beings, human or otherwise, deserve liberty and respect not because they share the characteristics that we admire in humans but rather because they are living beings. We share the same evolutionary origins. We inhabit the same Earth. We are ruled by the same laws of Nature. When it comes to the things that matter, we are all the same.





Augustus Club Members in Action: *Claudine Erlandson*

If you've ever doubted whether one person can make a difference, you haven't met longtime PETA Augustus Club member Claudine Erlandson, a compassionate, wise, and fiercely dedicated animal rights advocate. Claudine is also the recipient of PETA's Hero to Animals Award, which was presented to her last year by PETA President Ingrid Newkirk.

So what makes Claudine an animal rights star?

Like most of us, Claudine didn't grow up in a family that supported animal rights. She spent her first 20 years in France, where her parents' restaurant served foie gras, among other meat and dairy dishes. But Claudine found her own way, breaking free of the traditions that she finds appalling today.

Claudine joined PETA 27 years ago and became one of our most dedicated supporters. She's a regular at PETA's anti-Ringling demonstrations, and she even does demonstrations on her own outside KFC and McDonald's every single week as part of PETA's campaign to get these companies to stop scalding chickens to death. And she has been vegan for 20 years. Her energy and accomplishments are an inspiration to us all.

Claudine shares this advice on activism: "Follow your heart, and follow PETA! Let your love for animals shine

through always and all ways—fight for them any chance you get, every day." She seizes every opportunity to speak up for animals by writing letters to the editor and posting online comments. She meets regularly with the committee that oversees animal experiments at the University of Washington to plead the animals' case. In addition to leaving a legacy through a planned gift to PETA, she's also a generous member of our Vanguard Society and has donated the proceeds from her garage sales, her former thrift store, and even the sale

of property on eBay to help strengthen PETA's programs. She also keeps us stocked up on handmade catnip balls—or, as Claudine calls them, "chatnip" balls ("chat" is "cat" in French)—for our gift bags and rescued cats.

And as if all this didn't show Claudine's commitment, she even has a PETA tattoo on her arm!

Along with her steadfast work for animals, Claudine has made the compassionate decision to bequeath a large portion of her estate to PETA because "PETA has always been the best at helping all animals. It has an outstanding leader and staff and has my complete trust and admiration."

Inspired to help animals? Now it's your turn! Let us know how you help animals. Who knows? Your story could motivate other Augustus Club members to become heroes for animals, too!

Join PETA's Action Team to learn about events and demonstrations in your area at PETA.org/ActionTeam.

