



PETA's augustus CLUB

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PETA's Push for Circuses to Evolve:

Let's Put Animal Acts Behind Us

Bears do not voluntarily ride bicycles, elephants don't willingly stand on their heads, and tigers are scared of jumping through rings of fire. So why do they perform these and other difficult tricks? They do these things because they know—and they dread—what will happen if they don't.

For animals in circuses, there is no such thing as "positive reinforcement." There're simply varying degrees of punishment and deprivation. In order to force them to perform meaningless and often physically uncomfortable tricks, trainers use whips, tight collars, muzzles, electric-shock prods, bullhooks (heavy, spike-tipped rods), and other painful tools of the trade.

But thanks to the support of our Augustus Club members, no organization is more successful than PETA in exposing and *stopping* animal abuse in circuses.



This year, we celebrated one of those victories: Ringling Bros. and Barnum & Bailey Circus announced that it will take elephants off the road by 2018.

For 35 years, PETA has protested Ringling's cruel treatment of elephants, dealing the circus a series of crushing blows:

- Holding thousands of demonstrations outside Ringling performances from coast to coast, during which we convinced families (including ticket-holders) to boycott the shows
- Releasing photos taken at Ringling's training center, where baby elephants are bound with ropes, stretched out, slammed to the ground, electro-shocked, and gouged with bullhooks



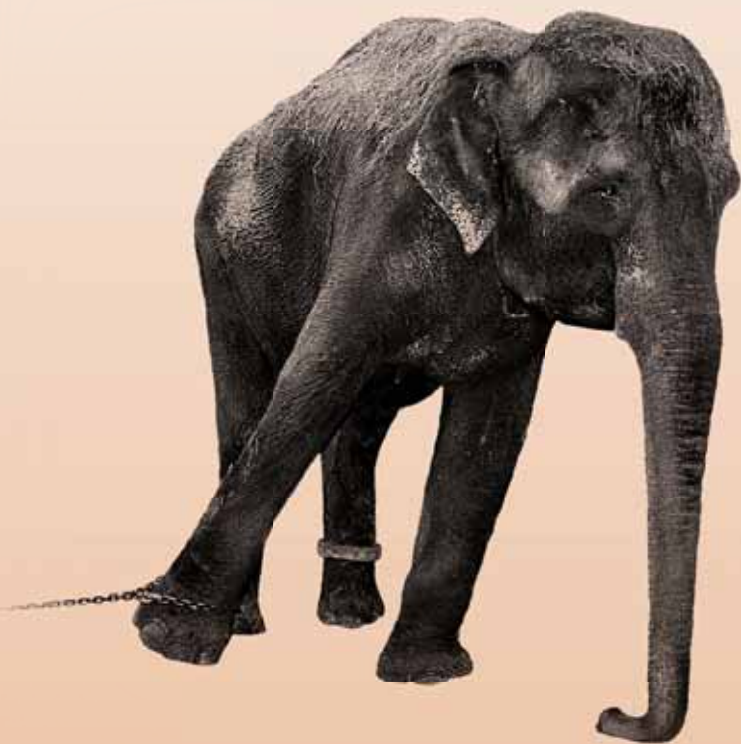
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- Persuading national media outlets to publish these photos and meeting with newspaper editorial boards about Ringling's abuse of animals
- Filing more than 120 complaints with the U.S. Department of Agriculture (USDA) since 1995 asserting Ringling's apparent violations of the Animal Welfare Act
- Running ads in newspapers and subways in various cities in advance of Ringling's appearances
- Persuading numerous organizations—including corporations, schools, and libraries—to stop promoting Ringling

We were also just about to release damning documents proving that since 2010, at least 16 elephants with Ringling have tested positive for tuberculosis, which can be deadly and is highly transmissible from elephants to humans, even without direct contact. Ringling knew that we had this information and made its announcement right before we went public with it.

We're celebrating this enormously important victory, but three years is too long for a mother elephant to continue to be separated from her calf and too long for animals to go on being hauled around in filthy boxcars. We will keep pushing Ringling to take these mothers and babies off the road immediately—and for other circuses



PETA's Lisa Lange at a Ringling protest in 1995 as part of PETA's 35-year campaign

to follow suit. We also do not want to see Ringling keep the elephants at its training facility for the rest of their lives, and we're pressuring it to transfer the elephants to a reputable sanctuary instead.

Another major milestone in our Ringling campaign came in 2011. After years of numerous meetings and PETA's prodding and cajoling, the U.S. government fined Ringling a whopping \$270,000—the largest fine in circus history—after it allowed a lion named Clyde to die of heat exhaustion in a boxcar, killed an 8-month-old elephant named Riccardo who broke both hind legs during training, and violently beat a young elephant named Angelica with a bullhook while she was chained. The U.S. government hadn't taken action against the circus for any of these gross violations of the Animal Welfare Act. But we were relentless—and we finally prevailed.

Over the years, we've tightened the screws on the circus industry in numerous other ways as well. After years as PETA campaign targets, the Walker Bros. Circus removed all elephants and exotic animals from its shows and the George Carden International Circus plans to phase out elephant acts within the next four years. We've also persuaded scores of venues to cancel circus appearances and have prompted fines, the denial of permits, and charges for animal-welfare violations against numerous cruel circus owners.

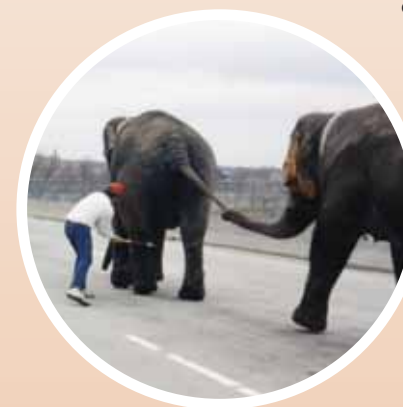
After being sued by PETA, the U.S. Fish and Wildlife Service was forced to end its 30-year practice of secretly issuing permits to abusive circuses (and to rundown roadside zoos and unqualified wildlife collectors) while ignoring the public notice and comment requirements of the Endangered Species Act.

Additionally, we've helped with the passage of numerous important legislative measures, including the following from the past five years alone:

- Ordinances banning the use of bullhooks on elephants in Fulton County, Georgia; Hallandale Beach, Florida; and Los Angeles and Oakland, California
- Ordinances banning exotic-animal performances in Somerville, Massachusetts, and Irvine and San Francisco, California
- An ordinance giving humane officers the authority to establish regulations for circuses in Sacramento, California

Other strides that PETA has made include training animal-control officers across the country to identify signs of elephant abuse when inspecting circuses; winning a Bronze Lion at the Cannes Lions International Advertising Festival for an ad campaign highlighting the abuse that elephants endure in circuses; and obtaining the signatures of more than 450,000 young people who pledged to boycott circuses with animals.

PETA's international affiliates are also doing their part to stop the use of animals in circuses around the world. Thanks to PETA India's nine-month investigation of 16 circuses, India's Central Zoo Authority rescinded its recognition of six circuses as captive-animal facilities. As a result, numerous animals—including elephants, horses, and a camel—have been rescued and moved to conservation centers.



This year, PETA Asia embarked on a college tour of its Animals ≠ Entertainment exhibit bound for eight cities in China. PETA Germany helped rescue an elephant and several big cats from circuses and was instrumental in the passage of three city ordinances banning the use of wild animals in circuses. And PETA UK's anti-circus campaign helped motivate members of Parliament

to vote unanimously to ban wild-animal acts in circuses in England and Wales.

PETA was also part of a team effort involving many groups and individuals that resulted in a Mexico City law prohibiting circuses from using animals. Soon thereafter,

the president of Mexico signed into effect a nationwide ban on using wild animals in circuses! Rest assured, we won't give up until the U.S. follows suit!

Circuses can offer spectacular shows by leaving animals in peace and featuring only human performers like trapeze artists, jugglers, clowns, tightrope walkers, and acrobats. With the growing popularity of circuses that don't use animals, it's clear that the public is embracing this philosophy.

With the help of our Augustus Club members, we're closer to a day when animals—who feel pain, fear, and loneliness just as we do—will no longer be shackled, caged, threatened, beaten, and forced to perform for our amusement. Thank you for supporting us in our quest to make circuses animal-friendly.

WHAT YOU CAN DO



- When a circus comes to your town, organize a demonstration to inform the public that demeaning stunts performed by animals in the ring are the result of abusive training methods. Let your local news outlet know about the suffering of animals used in circuses.
- Start a campaign to strengthen the cruelty-to-animals ordinance in your community by adding language that bans the use of bullhooks and other devices intended to cause pain or that bans wild animal exhibits outright.
- Tell everyone you know why you boycott all circuses that use animals. Use our materials to explain your positions. Contact ActionTeam@peta.org or check out Circuses.com.

Meet Delci Winders

Deputy General Counsel of PETA Foundation's
Captive Animal Law Enforcement Division

Having started at the PETA Foundation in 2010, Delcianna ("Delci") Winders now leads a team of attorneys, veterinarians, and scientists who work with law-enforcement agencies to ensure that authorities are doing everything in their power to afford captive wild animals—particularly those confined to roadside zoos and used by circuses—the legal protections that they're entitled to by law.

This year, Delci will become Harvard's first-ever animal law fellow, but she will also keep her eye on the day-to-day activities of her division. We hope you enjoy the following interview with this pioneer in the movement to end the use of animals in entertainment.



Augustus Club: How did you become involved in animal rights?

Delci Winders: When I was 14 years old, there was a pig farm not far from us, and I mentioned to my dad that I'd like to have pigs as companion animals. So he got me two piglets. I bottle-fed them and we raised them in the house until they grew too big to be kept inside. Then one day, I came home from school and they were gone. My mom explained to me that they had become too big to take care of and had been slaughtered. I was devastated. I immediately started reading every book on animal rights that our library had. I went vegan soon afterward and decided to devote my life to protecting animals.

AC: Name something about your job that makes you happy.

DW: I love thinking about the animals we've rescued and how much happier they are now. For instance, we recently rescued a 32-year-old chimpanzee named Iris.

She was being held in solitary confinement in a tiny dark cell at a hellish roadside zoo in Georgia called Chestatee Wildlife Preserve & Zoo. Her canine teeth had been removed (probably to make her easier to handle), and her legs were underdeveloped, likely from a lack of opportunity to climb or exercise. But thanks to a generous PETA member, she was given a whole new life! Iris is now at a beautiful accredited sanctuary in Florida, and she has a new best friend, Abdul. They immediately embraced, kissed, and groomed each other. Abdul was the first chimpanzee Iris was able to meet since 2012. Can you imagine how overjoyed she is to have a companion again?

My very first assignment for PETA was to figure out how to help rescue 11 bears from the Chief Saunooke Bear Park in North Carolina, which was successful! Over the past five years, PETA has also rescued 21 more bears from hideous roadside zoos in Georgia, Louisiana, North Carolina, and Tennessee. Most of them had been confined to barren concrete pits. Now they're in wonderful sanctuaries. I smile when I picture them running through fields, splashing in ponds, and looking out over the horizon instead of walking in circles and staring at a concrete wall.

AC: What is your proudest accomplishment in your time at PETA Foundation?

DW: It's gratifying to know I played a role in Ringling's decision to take elephants off the road. Ringling's announcement was a watershed moment in animal rights. One of PETA's supporters called me at 7 o'clock in the morning to see if I had heard the news. I was incredulous and elated all at once. I'll never forget that phone call.

AC: What makes PETA more successful than other organizations in working to free animals from circuses and zoos?

DW: PETA mobilizes quickly and doesn't sit on things. And PETA doesn't let others (e.g., federal agencies) drag things out.

Also, my division has helped PETA by putting a ton of time and work into compiling a comprehensive database and set of files on exhibitors and their Animal Welfare Act violations. Even the USDA throws out such records after three years, so in many cases, PETA is the only resource for this type of documentation.

As soon as PETA learns that a venue has booked a circus, my division can immediately send that circus's "rap sheet" to make the venue aware of its history of animal abuse. PETA has persuaded numerous venues to cancel circus appearances that way.

AC: In your opinion, what makes PETA uniquely effective in changing the minds of policymakers?

DW: PETA doesn't give up. PETA staff members are persistent, brilliant, and completely dedicated to the cause. And PETA members (especially Augustus Club

members) are wonderful—they respond to PETA's action alerts, come to demonstrations, and help in other crucial ways.

AC: Are you optimistic about long-term changes for animals in circuses and zoos?

DW: Yes, as the Ringling announcement foretells, the tide is definitely turning. People are increasingly questioning the morality of putting wild animals on display. SeaWorld's ticket sales and profits are down because more and more people are concluding that it's wrong to keep orcas and dolphins in concrete prisons and force them to perform.

AC: What are some major changes that you think you'll see in your lifetime?

DW: We'll see the end of elephants (and possibly all wild animals) in circuses, the end of orcas in captivity, and a shift in the priorities of zoos accredited by the Association of Zoos and Aquariums toward rescuing animals (e.g., from circuses) and away from breeding and exhibiting. I'm so grateful to PETA's Augustus Club members for helping turn these dreams into real possibilities.



Iris, enjoying her new life at a sanctuary in Florida, thanks in large part to Delci and her team



Animals Are Wondrous: Elephants

In their natural environment, elephants are highly social animals who live in multigenerational matriarchal herds. These tight-knit families work cooperatively to defend one another, search for food, and care for offspring—even receiving help from “babysitters” within the herd. Elephants talk among themselves, make group decisions, and celebrate achievements and momentous occasions.

Elephants also have elaborate mourning rituals, often remaining by their dead companions for days on end. Groups of elephants have been observed stroking and examining the bones of family members, offering condolences to one another, and “burying” the body with twigs and grass. When an elephant was killed by a train in eastern India, 15 elephants returned to the tracks for days on end in what appeared to be a mourning ritual or a distraught effort to avenge the death of their family member.

Elephants often assist ailing family members and attempt to nurse them back to health. One researcher recalled watching as an elephant family frantically tried to revive a group member who had been shot, lifting her up with their tusks, pushing her, and even stuffing food into her mouth.

Experts have also determined that elephants offer consolation to individuals who are in distress. Animal behaviorists observing a herd of elephants found that when one member showed signs of distress, others rushed over, cooing softly and stroking the upset animal.

PETA and our international affiliates have helped get numerous elephants removed from miserable circumstances—including all 16 elephants formerly “owned” by the notorious Hawthorn Corporation,

which rents animals to circuses—and are working hard in behalf of many others.

PETA Asia is currently campaigning to help free Mali the elephant, who is being held in solitary confinement at the Manila Zoological and Botanical Garden.



For more than 35 years, Mali has been confined to a barren, concrete enclosure at the Manila Zoo.

Last year, PETA India won its multiyear battle to free a young elephant named Sunder from a temple where he was used as a living begging bowl. He spent almost 24 hours a day immobilized by chains in a dark shed and was severely beaten by his young trainer (or mahout), bearing numerous scars to prove it. Thousands of people around the world took online actions calling for Sunder’s release, and numerous celebrities—including

Paul McCartney and Pamela Anderson—spoke out on Sunder’s behalf. PETA India sued for Sunder’s freedom, and the Supreme Court of India ruled in Sunder’s favor—a huge coup.

Through the generosity of the late Sam Simon—one of television’s most successful producers and a PETA benefactor, after whom our Norfolk headquarters is named—Sunder was sent to a lush, tropical wildlife reserve where he has free run of the park’s forests, streams, and



Sunder now roams free in his new home after being chained in the dark for years.

ponds. Recently, thanks to PETA India, the park finished putting up 122 acres of solar fencing, and Sunder and his new herd will be able to roam a vast open space. This is a first for India!

Sunder, who knew nothing but loneliness and misery for years, now loves and enjoys bathing and playing with his new family of 13 other elephants.

We’re confident that the day will come when images of elephants in chains are looked upon as a shameful relic of history. Thank you for helping to stop the abuse of these sensitive, majestic animals through your generous support of PETA!



PETA works toward a day when no more baby elephants will be torn from their mothers and forced to perform for the circus.

YOU WON'T WANT TO MISS OUR BIG HOLLYWOOD BASH ...

All Together Now:

PETA's 35th Anniversary Party with Sir Paul McCartney!

Help us commemorate 35 years of trailblazing progress and successful campaigns for animals as we look forward to many more! Applaud your favorite celebrities during the star-studded awards ceremony. Experience a divine gourmet dinner. Go crazy bidding at the “Dreams Come True” silent auction. Enjoy a concert by Sir Paul McCartney and his band. And mingle with like-minded people who love and respect animals as much as you do.

**WEDNESDAY, SEPTEMBER 30, 2015
HOLLYWOOD, CALIFORNIA**

For more information, please e-mail Events@peta.org.

You Are PETA

MEET AUGUSTUS CLUB MEMBERS TAMI AND BRUCE ZEMAN



Tami Crupi Zeman, an award-winning photographer, and Bruce Zeman Jr., an award-winning morning radio show host, have dedicated themselves to bettering the lives of animals. They recently authored a children's book starring Hobbes, their companion dachshund, *Hobbes Goes Home*. We hope you enjoy the following excerpt from an interview they did with PETA Prime. For the full interview, please go to Prime.PETA.org/Zeman.

Augustus Club: *Tell us about your dog, Hobbes, and how he became a member of your family.*

Bruce Zeman: One morning, I received a call from the Addison County Humane Society that they had just rescued a dachshund in bad shape. They contacted me because my family had experience with dachshunds. When I saw the welts, bloody bruises, and fear in his eyes, I knew I needed to act. We adopted him the next day. As soon as we got him home, I picked him up, cuddled him, and promised no one would ever hurt him again.

AC: *How have children reacted to Hobbes and his story?*

BZ: We're reading this book in every Vermont school. We've gone to about 68 so far. When students meet Hobbes and see that he is the face of abuse and domestic violence—he was abused by a man and his children—it hits home. Our purpose is to empower students—to let them know they can change the world, and it's pretty obvious they understand that.

AC: *What are some of the ways we can help young people develop empathy?*

BZ: When we speak to students, we'll talk to them about making the world a better place and that it's not all about "me"—it's about "us." We'll ask what they want to be remembered for, and "Will it matter to the world that you even existed?" It's a profound statement that many students haven't thought about before. We talk to students about making compassionate choices and treating others like they would like to be treated. These students are tomorrow's leaders, and an education solidified with empathy and compassion will make the world a better place for everyone.



AC: *Why is being a member of PETA's Augustus Club important to you?*

Tami Zeman: We want to be remembered as people who loved animals and passionately worked to defend them and their rights. Being a member of PETA's Augustus Club allows us to know PETA can continue its lifesaving work, with a little help from us, even when we're doing our radio show from the sky.

To purchase a copy of *Hobbes Goes Home*, go to PETA.org/Catalog or call 1-877-926-4926. Augustus Club members receive a 15 percent discount.