



PETA's augustus CLUB

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High-Tech Means High Returns *for Animals*

At PETA, we leave no stone unturned in our quest for new ways to spread our message of compassion. This pioneering spirit has led us to create powerful new outreach tools using innovative technology, including animatronics and virtual reality.

PETA's "I, Orca" virtual reality exhibit tours the country generating empathy for orca families. Edie Falco, star of *Nurse Jackie* and *The Sopranos*, is the voice of a mother orca mourning the plight of her captured son, who is imprisoned at SeaWorld. Using Google virtual reality goggles, participants in our exhibit experience both the mother's sorrow at losing her calf and the joy of free-roaming orcas who live with their families in the ocean.

We started the "I, Orca" tour in the cities where SeaWorld holds orcas captive, and media coverage has reached millions of people. Feedback has been extremely positive—every day, we hear from people of all ages who have pledged never to patronize SeaWorld or any other animal abuse park again.



Edie Falco

This is just one aspect of PETA's intensive campaign that led to SeaWorld's announcement last year that it will no longer breed orcas, a watershed victory for animal rights.



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Our “I, Chicken” virtual reality experience visited 113 college campuses in the U.S. and Canada, letting tens of thousands of students catch a glimpse of life as a chicken.



A technology professor at one university wrote an unsolicited op-ed declaring “I, Chicken” the highest-quality virtual reality program that he had ever experienced and heralding its pioneering role in increasing empathy and influencing the future of social change. (To learn more about PETA’s efforts to help chickens, please see page 3.)

size mechanical bear, Bernard, who has traveled across the U.S. to urge everyone to stay away from such cruel tourist traps.

Stopping in towns near bear pits and roadside zoos, Bernard talks, crouches, growls, and stands up on his hind legs. In Casey’s voice, he shares his experience of being trapped in a concrete pit—begging for food from tourists, and breaking his teeth on the metal bars of his cage—concluding, “Please remember my story and tell everyone you know never to go to roadside zoos.”

Ellie the Elephant—our 6.5-foot-tall walking, talking, animatronic elephant voiced by Quantico star Priyanka Chopra—has appeared around the U.S. at protests of opening-night performances of Ringling Bros. and Barnum & Bailey Circus. She also teaches kids how they can help save elephants: At hundreds of classroom presentations at more than 165 schools and 26 summer camps across the U.S., she’s wowed more than 38,000 elementary school children with her story of being freed from the circus.



Ellie is an integral part of our anti-circus campaign, which has led to huge victories—including an end to Ringling’s performances with elephants in 2016 and now its announcement that it will shut down entirely in May. We’ve also helped persuade dozens of travel agencies to stop promoting captive-elephant attractions, and we’ve helped pass laws banning the use of bullhooks in California and Rhode Island and exotic-animal performances in Cambridge, Massachusetts.

When Academy Award nominee Casey Affleck watched PETA’s video footage of conditions endured by bears kept in concrete pits at several U.S. roadside zoos, he felt so disgusted that he became the voice of our life-

Since 2012, PETA has successfully worked to close down two bear pits and move 57 captive bears from pits and tiny pens to sanctuaries, where they’re finally free to roam, forage, climb, and swim to their heart’s content.



Huge thanks to our Augustus Club members for making these innovations possible!

You’ve also helped us maximize our reach via social media. With imaginative video games, compelling videos, and clever uses of Snapchat, Twitter, and other platforms, PETA has become the most engaged-with advocacy organization on social media—even surpassing groups that focus on non-animal causes: Our videos received more than a *billion* views in 2016 alone. Thank you so much for helping us spread the animal rights message and change people’s hearts, minds, and habits.

Fifi had been caged for over 20 years at a roadside zoo when PETA was able to secure her release and transport her to a proper sanctuary.





ANIMALS ARE WONDROUS: *Chickens*

Some farmed animals are quicker to elicit compassion than others. Many people see a cow's big brown eyes or watch movies such as *Babe* or *Charlotte's Web* and then feel guilty about eating beef or pork. But fewer people understand or empathize with chickens. This makes our task as animal advocates challenging, but it's all the more reason for us to act in their behalf.

Leading animal behavior scientists from around the globe know that chickens are inquisitive, social animals whose cognitive abilities are in some ways more advanced than those of cats, dogs, and even some primates. They can comprehend cause-and-effect relationships, learn from watching each other, worry about the future, and even complete complex mental tasks.

They form lasting friendships and have strong family bonds. Roosters help hens build nests out of twigs, hay, feathers, and dirt. A mother hen begins teaching language to her chicks before they even hatch: She clucks softly to them while sitting on the eggs, and they chirp back to her and to each other from inside their shells.

And each bird has a different personality. Some are gregarious and fearless, while others are shy and watchful.

Unfortunately, because of consumer demand for their flesh and eggs, chickens have become the most abused species on the planet—as revealed by numerous PETA eyewitness exposés.

Those raised and killed for meat are drugged and bred to grow such unnaturally large upper bodies that their legs often become crippled under the weight.

Most hens used for egg production live their entire lives in tiny "battery cages." With up to 10 birds crammed together into one cage no larger than a file drawer, they cannot stretch out even one wing. They're typically warehoused this way for two years before being sent to slaughter. And since cages are stacked on top of each other, waste from the birds above falls onto the ones below.

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Over the years, PETA's extensive campaigns in behalf of chickens have led to major victories. For example, following talks with PETA, Bell & Evans and Mary's Chickens were the first companies in the U.S. to implement controlled-atmosphere killing—a less cruel slaughter technology that minimizes suffering by putting chickens to sleep before they're shackled by the legs on the slaughter line, sparing millions of them broken limbs and death by scalding.

After PETA documented the plight of hens whose weakened bones broke while living in tiny, crowded cages at the Mepkin Abbey egg farm in South Carolina, the abbey couldn't handle the resulting flak and got out of the egg business altogether.

PETA's eyewitness exposé of a massive North Carolina hatchery that supplies chicken meat to Kroger, Sysco, and other brands revealed the plight of "late hatchers"—chicks who were deemed useless and ground up alive or simply left to die. As a result of our exposé, the company pledged to stop leaving late hatchers—who are often too weak to stand or lift their heads—to languish in barren plastic crates.

The best way to help chickens in the meat and egg industries, of course, is to stop eating them—that's why promoting a vegan lifestyle is PETA's highest priority. In addition to our "I, Chicken" virtual reality experience (see details on page 1), our vegan campaign employs many other powerful and effective outreach tools as well.

In 2016 alone, we fulfilled requests for more than 508,000 copies of our free vegan starter kit. We've posted hundreds of vegan campaign videos online, with content ranging from footage of animal abuse on farms and in slaughterhouses to celebrity interviews, how-to cooking videos, and much more. In the most recent quarter alone, they garnered 68 million views!

Our work with college cafeterias has resulted in a 63 percent increase in the number of U.S. institutes of higher learning that offer vegan options since 2013. Today, nearly one in 10 colleges have an all-vegan dining station.

PETA also works to end the abuse of chickens and other animals in religious ceremonies. Our exposé of *kapporos* ritual sacrifices in Brooklyn, New York—in which approximately 50,000 chickens are abused and painfully slaughtered every year—led to a 50 percent reduction in the number of chickens killed at the main ritual site.



PETA helps chickens in other ways as well. For example, we persuaded Sears to stop using live chicks in Easter photo portraits, we've stopped countless fairs and festivals from giving them away

as prizes, and we've hosted numerous adoption events for rescued chickens at our Los Angeles headquarters, the Bob Barker Building.

Additionally, hundreds have been rescued from life-threatening circumstances by PETA fieldworkers or as a result of our exposés.

PETA fieldworkers found Henrietta and six other chickens imprisoned in a cluttered pen belonging to a woman who was moving away but hadn't made plans for placing them in new homes. We took them to a sanctuary, where they now enjoy roaming a large meadow and taking dust baths.



PETA found Dorothy at a rural county fair, where an injury to her wing had left a bone exposed. After our mobile veterinary clinic staff treated her wing, she recovered at our Virginia headquarters, the Sam Simon Center, before being transferred to a lovely sanctuary.

After our eyewitness exposé revealed the plight of neglected chickens, sick and injured pigs, and other suffering animals at Darlynn's Darlins Rescue Ranch, Inc., a Florida animal-hoarding facility, 197 animals were seized, 282 cruelty-to-animals charges were filed, and the owners were jailed and banned from animal ownership. Almost all the animals—including 41 chickens we brought to the Sam Simon Center—have now been permanently placed in sanctuaries or homes where loving guardians will give them the attention and care that they deserve for the rest of their lives.

What You Can Do

What chickens need most of all is for us to stop eating them and their eggs. For tips on going vegan, delicious vegan recipes, and information on health and nutrition, please visit GoVeg.com.





**MEET
JEFF KERR,**
*PETA Foundation
General Counsel and
Senior Vice President
of Corporate Affairs*

Since 1993, Jeff has led what has become the largest and most effective legal team working for animal rights in the world. His high-profile cases have made headlines internationally and sparked a global conversation about the legal rights of animals.

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

Jeff Kerr: In 1993, a friend was taking a class called “Alternatives to Violence” at the University of Maryland and invited me to a lecture that was going to be given by social justice activist Colman McCarthy.

It turned out that McCarthy couldn’t make it, so the teaching assistant had to substitute. She was already scheduled to give the following week’s lecture, titled “Did Your Food Have a Face?”—so she just gave it a week early. She included a lot of information and photos from PETA investigations of factory farms and slaughterhouses. Until that moment, I had been a meat-eater. But I went home that night and threw out every animal-derived product in my kitchen, and I’ve been vegan ever since.

AC: What brought you to the PETA Foundation, and what was your first position?

JK: I was working as an attorney at another nonprofit organization, but after that lecture, animal rights became my calling. Later that year, I was hired as a PETA staff attorney and became the general counsel and director of finance shortly thereafter. Over the years, the position has evolved quite a bit. For example, I helped establish—and now serve as general counsel to—each of PETA’s international affiliates in Australia, France, Germany, Hong Kong, India, the Netherlands, and the U.K., and the in-house legal team has grown from just me to 17 attorneys.

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

JK: The fact that I work every single day to end or reduce the suffering of the most abused beings on the planet. I believe there is no higher calling.

(continued on page 8)



What PETA Means to Me

A version of this article originally appeared on [PETA.org/Prime](https://peta.org/Prime).

My late husband, Greg, and I began supporting animal advocacy organizations in the 1990s, shortly after we married, and initially, PETA was one of many on our list. But as we learned more about the issues and the work that PETA does, it became clear to us that PETA does more to help animals than any other group, and we decided to direct our primary support toward it.

As soon as we made our first significant donation—even though it wasn't that significant—we received many thank-you messages from core members of the PETA team, who made us feel like family. That's when we realized that PETA staffers not only do the most effective work for animals but are also really nice.

At the same time, we began participating in quite a few PETA activities, and I don't think it would be an exaggeration to say that PETA has been involved in all the highlights of my life over the last five years or so.

In 2012, Greg and I made the transition from city to country life, buying 21 acres in Middleburg, Virginia, which is about an hour west of Washington, D.C. We weren't quite sure what we were going to do with the land, but just as we were preparing to buy it, I had occasion to chat with Ingrid at a fundraising event. Afterward, she sent me a personal note thanking me for my donation, along with this suggestion: "If you get that land, I do think the smartest, best way to preserve the largest number of animals is to think wildlife; they have almost nowhere to go anymore." Inspired by Ingrid, within a year, we had a local organization certify our place as a wildlife sanctuary.

That summer, we adopted Itchy, a very special dog rescued by PETA and a longtime client of the organization's Community Animal Project. After developing heartworm disease, he'd finally been surrendered to PETA by his owner. Initially, he was

given no more than a year to live, but working with our local vet over many months, we succeeded in curing him, and he's still alive and well today.

Our country place came with a nice stable, but we had virtually no experience with horses and had decided that we weren't going to house any in it. Then one day, we received an e-mail from Ingrid asking us to consider adding to our family two abandoned horse friends PETA had just rescued from starvation. So, in the spring of 2014, we "graduated" yet again—to adopting both animals, one of whom turned out to have been a former racehorse who had earned more than \$100,000 during his "career."

Although I initially feared that this would be too steep a learning curve for us, Greg was convinced that it was the right thing to do—so we said yes, and we spent two months learning everything we could. We brought Henry and Caroline home in June 2014, and after about nine months, we succeeded in getting them past their various health and behavioral issues. Sometimes I still can't believe that I have horses! But I have to say that I really enjoy the routine that I have with them.

Our animals depend on us entirely, so it's crucial to make preparations now for their future care.



My husband died unexpectedly late last year, and everyone at PETA was so supportive. Of course, this event created a need for me to rewrite my estate planning documents, and I just completed that process. My two main goals were to make PETA my primary beneficiary and to ensure the lifetime care of my companion animals—currently, Henry, Caroline, and Itchy, as well as one other dog and five cats who came from other rescue organizations. Greg and I previously



had a trust that called for a relative to care for the animals if something should happen to both of us, but it became clear that I couldn't be confident that relatives would actually do this. So I worked with PETA and with each of the rescue organizations that my animals had come from to devise a reliable plan. I also specified a percentage of my estate assets that will go to each of these organizations, with PETA designated to receive a majority of the total.

I urge everyone to e-mail PETA at Legacy@peta.org to request its guide to planning for companion animals. Our animals depend on us entirely, so it's crucial to make preparations now for their future care.

Alysoun Mahoney is a longtime PETA member who speaks out for animals through her advocacy and her support of PETA as a member of the Vanguard Society and Augustus Club.

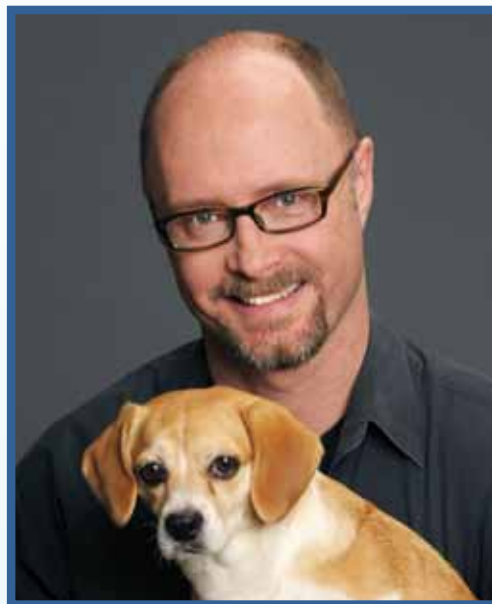
Also, I'm thrilled with my coworkers. We have a team of lawyers who went to law school specifically to work for animal rights and who place that goal far above the pursuit of the almighty dollar.

AC: What's been your most gratifying accomplishment in your time at the PETA Foundation?

JK: I'm proud that PETA's legal work has set more precedents for animals than that of any other organization, including the following victories:

- The first state supreme court decision upholding the right to film animal abuse with a hidden camera and to publicize that video
- A landmark U.S. Supreme Court case in which the court adopted our argument that protesters can't be prosecuted under laws designed to combat organized crime
- The first-ever British case that upheld our right to show the world PETA's eyewitness footage
- The first case in Australia upholding the right to call for a product boycott in our campaign against the Australian wool industry over the maiming and torture of sheep raised for wool
- The first U.S. "crush video" legal victory and the first international "crush video" conviction
- The first-ever convictions of factory-farm employees for abusing pigs in Iowa (the top pig-raising state in the country)
- The first-ever felony cruelty-to-animals charges for abusing birds on factory farms
- The first-ever federal court decision declaring an "ag-gag" law unconstitutional

It was also rewarding to me to work on the landmark case *Tilikum v. SeaWorld*, which accused SeaWorld of violating the 13th Amendment by enslaving orcas. That case marked the first time in history that a U.S. court considered constitutional rights for animals.



AC: What makes PETA more successful in the legal arena than other organizations?

JK: Many of our legal precedents were based on eyewitness exposés, and PETA releases more of them than any other group. Also, we don't back down. For example, we were in and out of court for 17 years with Bobby Berosini—a Las Vegas orangutan abuser we finally put out of business. Not only did he lose his lawsuit against us, he was also forced to pay PETA's legal fees for all those courtroom battles.

AC: Are there any funny career moments that stand out in your memory?

JK: The lawyers on our staff have a running joke. It's like the comedy routine by Jeff Foxworthy that goes, "If you [...], you might be a redneck." But ours is "If you [...], you might be a lawyer for PETA."

For example, if you need to find out if a knife-wielding, blood-drenched Colonel Sanders bobble-head doll is a permitted trademark satire or if you're trying to secure a license to bring a dump truck full of manure to the Capitol to protest meat subsidies, you might be a lawyer for PETA!

AC: Is there anything else that you'd like to share with our Augustus Club members?

JK: I urge them never to underestimate the influence that one person can have. For instance, that teaching assistant at the University of Maryland changed the whole direction of my life. So it's important never to miss the chance to speak out for animals—you never know how big an impact you might have.

I also want to say thank you to our Augustus Club members. I'm very moved every time I think of the level of trust that they have in PETA. It's because of their support that we're able to do this work.