



October 8, 2021

Danny Maciocia  
General Manager  
Montreal Alouettes

Dear Mr. Maciocia

I hope you're well. PETA entities have more than 9 million members and supporters globally, and I'm writing on behalf of PETA U.S., the world's largest animal rights organization, to invite the Montreal Alouettes to join us in celebrating ThanksVegan on October 11 by allowing us to provide you with a protein-packed vegan feast with all the fixings!

ThanksVegan is a compassionate holiday that includes all the delicious foods—but none of the animal suffering—of a traditional Thanksgiving feast. PETA would be pleased to donate delicious, cholesterol-free ThanksVegan meals to the Alouettes, which would give all the players—including those who don't eat animals—something to be thankful for.

Turkeys are smart, sensitive birds who have been known to enjoy clucking along to music and love to have their feathers stroked. In nature, turkey chicks stay with their mothers for up to five months, and they like to eat meals together as a family, much as humans do during the holidays. Yet turkeys who are killed for Thanksgiving are slammed upside down into shackles and dragged through electrified stun baths before their throats are slit—often while they're still conscious and able to feel pain.

Vegan eating is spreading like wildflowers across the second-largest country in the world. According to recent research by Mintel, more than half of Canadians report that they regularly eat meat alternatives and 18% say that they enjoy those foods at least a few times a week. In addition, an ever-growing list of athletes—including boxer and bodybuilder Amanda Riester, Formula 1 world champion Lewis Hamilton, tennis great Novak Djokovic, and NBA star Kyrie Irving as well as football players Tom Brady, Brandon Mebane, Theo Riddick, Derrick Morgan, and DaQuan Jones—attribute their energy and endurance to making the switch to eating vegan food.

We hope you'll *gobble up* our offer and *score a touchdown* for compassion by letting PETA provide the Montreal Alouettes with a delicious, cruelty-free ThanksVegan meal.

Sincerely,

Tracy Reiman  
Executive Vice President

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OF ANIMALS

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