

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

21 October 2021

Dear Chris, Guy, Jonny, Will, and Phil:

Greetings from PETA! Like many people around the world, we were excited to hear about your goal to make your *Music of the Spheres* world tour as sustainable and eco-friendly as possible. To that end, we have a suggestion that we're sure will *strike the right chord*: ensure that only vegan foods be served during your concerts.

As you may know, animal agriculture contributes to many of the serious environmental problems the planet is facing. By some estimates, the industry emits more greenhouse gases than the aviation and automobile industries combined, which is why University of Oxford researcher Joseph Poore concluded that going vegan is "the single biggest way" we can reduce our impact on the planet. Farming animals for their flesh also requires massive amounts of water and grain, both of which are scarce in much of the world, and 80% of all deforestation in the Amazon is linked to raising cows for meat.

It's little wonder, then, that the United Nations states that a transition to vegan eating is urgently needed to prevent the worst effects of the climate crisis. And this can be as simple as swapping beef burgers for bean burgers.

With so many delicious vegan options available worldwide, it's never been easier to eat vegan. Best of all, making the switch to vegan eating reduces a person's food-related carbon footprint by up to 73% – and also spares around 200 animals per year a miserable life and a terrifying death.

We hope you'll agree that cutting damaging animal-derived foods from concert venues is a no-brainer. We'd be happy to connect you with world-class vegan chefs, should that be of use.

Thank you for your time and consideration.

Sincerely,

Elisa Allen
Director

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