



PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

June 13, 2024

Laurent Ritter, Founder
Voodoo Games

Dear Mr. Ritter:

Greetings from People for the Ethical Treatment of Animals (PETA), the largest animal rights organization in the world. All of my friends and I love using BeReal, and we're big advocates of your organization's commitment to disrupt the status quo! I'm writing to you today with a suggestion that would amplify BeReal's new era: Swap the outdated prompt "Say cheese" for a saying with positive energy that would excite users and attract new faces, like "Say peace!" Let me explain.

Dairy is definitely nothing to smile about: Dairy farms repeatedly impregnate female cows and exploit them like milking machines until they're no longer able to produce milk. Mother cows love their babies fiercely—but the dairy industry breaks this important bond, forcibly taking their calves away from them shortly after birth. Male calves are destined to end up in cramped veal crates or barren feedlots, where they'll be fattened for beef, while females are sentenced to the same sad fate as their mothers.

"Say cheese" helps make this cycle of suffering and abuse seem normal and acceptable. By contrast, a purely positive message would resonate much more with my generation. Many compassionate young folks, including all my friends, speak out against racist, sexist, homophobic, and ableist phrases. We realize that words carry immense power. "Say peace" promotes peace for all sentient beings *and* better aligns with Voodoo's goal to "inspire action rather than reflection."

[peta2](#), PETA's program for high school and college students, is engaging the public like never before, offering ways for young people to participate in animal rights campaigns at school and take action for animals online.

Since Voodoo's values include fighting BS and thinking long-term, changing the "Say ..." prompt is a no-brainer. So we'll "Say please" and ask you to help *capture* a kinder world!

Sincerely,

Katharine Hampton
Advanced Intern
peta2

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