



July 17, 2024

Martine Elyse Philippe
Director of the Office of Arts & Culture

Dear Ms. Philippe:

Greetings! I'm writing on behalf of People for the Ethical Treatment of Animals—PETA entities have more than 9 million members and supporters globally, including many thousands across Texas—with a suggestion that would offer a counter view to that of the Pioneer Plaza Cattle Drive art. In the interests of fairness and freedom of speech, would you please add our sculpture with the message “Meat and dairy drive us all to our deaths. Go vegan”—something like the mock-up below—nearby in recognition of the pain cows endure in the meat and dairy industries and to give the ever-growing number of people who don't consume animal-derived products for ethical, environmental, religious, or health reasons something to visit in Dallas that honors cows, rather than glorifying their suffering? Allow me to explain.



A new sculpture would be a moving tribute to the more than 33 million cows killed in the U.S. annually for food, the majority of whom spend their short lives on filthy factory farms, where they endure stressful crowding and routine mutilations, including painful branding, castration, disbudding, and dehorning. Mother cows call and search frantically for their calves after their children have been torn away from them to be sold to veal or beef farms and so humans can steal the milk intended for the calves. Additionally, this statue would remind everyone who sees it that cows are social animals who naturally live in herds, have best friends, like to play, have long-term memories, and display a full range of different personality types just as humans do. It would impart the message that “Every animal is *someone*, not *something*.”

Cows used for food are sentient individuals who don't want to die for a fleeting taste of their flesh or bodily fluids. Given all that we've learned about animal agriculture's impact on the environment over the last 30 years and with vegan products readily available today, there's no justification to continue killing and eating animals or to support the violent meat and dairy industries. We hope you'll demonstrate respect for animals by calling for an artist to create this lovely sculpture. If you would rather we do that, we'd be glad to. Thank you for your consideration.

Very truly yours,

Ingrid Newkirk
President

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OF ANIMALS

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