

A.C. Members' Exchange



Executioner of Olde

Like executioner of olde he leads the ragged, gentle giant around and around and around

Medieval citizens echo hushed remarks dead eyes roll in giant's head elephant spirit crushed long ago

Birds chirp as waves slap nearby giant calls to mother and mate returns a sacred sound

Invisible call, invisible bond never beaten with ankus by Executioner of Olde.

—Diana Moreton, Lake Worth, Fla.

Diana has channeled harmlessness into song and poetry. If you would like a free CD of Diana's poems and songs dedicated to animal rights, please contact her at 561-641-3245; Morton_diana@hotmail.com; 4303 Wilkinson Dr., Lake Worth, FL 33461.



Remember, the A.C. Members' Exchange is an opportunity for you to interact with your fellow Augustus Club members. You can send your submissions by mail to: PETA/A.C. Members' Exchange, Attn.: Planned Giving, 501 Front St., Norfolk, VA 23510, or visit AugustusClub.org and click on "A.C. Members' Exchange."



We thought that our fellow Augustus Club members might be interested in our unconventional holiday contribution to our local animal

shelter. Rather than give a gift to the shelter, we decided to gift the staff. Each year, the shelter provides us with a list of the first names of the approximately two dozen animal-care technicians. We give them each a money card with a new \$10 bill and this handwritten note: "Just a small token of appreciation for all your endless efforts on our behalf. —The Animals." We also provide a supply of vegan snack foods and drinks (including Silk Nog) as a "Season's Eatings" for the entire staff, administration, and volunteers. All of this is done anonymously. We were inspired to do this after observing the dedicated staff working so hard to help get animals adopted under ever-hectic conditions when we adopted our dog, Nellie, from the shelter.

—Rick Thompson and Ken Siegert, Lancaster, Pa.



Toby and Nellie

Your Special Ones Animals You Have Saved

Willy

—Nicole Huntley

It could not have been scripted any better: On her way home from a "scrumptious, vegan dinner party," Nicole was driving past a turkey slaughterhouse when something appeared in the middle of the road. What she first thought was a trash bag turned out to be a turkey—stunned and bleeding on the cold asphalt. She scooped him up, put him in the back seat, and drove away quickly before someone could claim him.

That was how Willy came into her life. Nicole believes that he probably fell off a truck bound for the slaughterhouse because he had suffered minor skin abrasions on his legs and belly. After making him comfortable, she immediately got on the phone, and by the next day, Willy had a new home at a local sanctuary. "He now will live out his life with dozens of goats, ducks, turkeys, sheep, and other animals," Nicole says. "He's one lucky bird. Are you vegetarian?"



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We have managed to get our testimony about the need to include animals in evacuation plans into the *Congressional Register*, and we are pushing government officials to make sure this happens. We are also shining the spotlight on those whose actions cost animal lives—such as officials at Louisiana State University, where 8,000 animals caged in the school's laboratories were abandoned to die in the floodwaters.

Our ability to "be there" for animals, now and in the future, is a direct reflection of your personal and ever-so-important commitment to helping animals. I am so glad that you are part of the PETA family and, on behalf of all of us, thank you for helping to create a kinder world.

Ingrid

Holiday Shopping to Make a Tail Wag

Are you starting to think about your holiday gift lists yet? Well, we can make your shopping hassle-free—and cruelty-free!

We have terrific gift ideas, including everything from the most beautiful organic roses to fabulous faux-fur throws and from flashlights to yummy vegan fudge brownies. PETA's catalog is full of wonderful, practical, and

motivational items—try the Humunga Tongue dog toy, for starters! You can call us at 757-962-8363 to request a catalog or visit PETACatalog.org.

The PETA Mall is a great resource that brings together animal-friendly vendors who have agreed to donate a percentage of each order to PETA. These stores feature animal-friendly apparel, cruelty-free gifts, health and beauty essentials tested on people (not animals), and vegan foods from around the world. You can visit the mall at PETAMall.com.

Here are just a few examples of what you will find:

- PETA's 2005 holiday ornament commemorates PETA's 25 years of fighting for and establishing rights for all animals.
- PETA's "Peace to All Beings" holiday wrapping paper is double-sided and is a great way to spread holiday cheer.



Of course, for a gift that is extremely convenient and tremendously helpful to animals, there is nothing better than giving a membership to PETA. You can also support up to one full day of PETA's spaying and neutering efforts and help prevent thousands of homeless animals. If you would like to remember someone you care about in either of these ways, please call us at 757-622-7382.



Augustus club

PETA's Gift & Estate Planning Club



Ingrid's message

Battling the Tide of Apathy and Neglect

Our work has never been more urgent

It is particularly during the times when we are racing against all odds that I am so grateful to you for making a lasting commitment to helping animals.

As we go to print, PETA's team of rescue personnel are, amazingly, still busy on the ground in parts of New Orleans that became a modern-day Atlantis after hurricanes Katrina and Rita, as well as in surrounding areas that also suffered terrible damage.

Our first teams found, rescued, and attended to animal survivors.

Equipped with boats, vans, and rescue gear, they worked with little rest in appalling conditions as they went through a list of homes compiled from the deluge of calls and e-mails about animals left without food or water. Of course, they also found

animals no one had called about, including dying animals whose owners could not have cared less.

We reached many animals just in time. These were transported in our air-conditioned vans to the temporary emergency animal shelter in Gonzales, La., where they were bathed, given veterinary care, photographed, microchipped, and

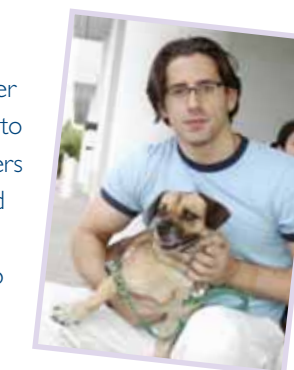
added to the national database of rescued animals. For others, time had run out, but their fate has steered our resolve.

As you are aware, during the initial overall rescue operations, local, state, and federal

authorities made the cold-hearted decision to prevent people in need of rescue from taking their animals with them. In some cases, people were threatened with arrest or risked death by toxic fumes if they did not leave animals behind!

PETA immediately contacted all agencies and issued alerts to get everyone to push Congress to demand that animals be helped. On September 9, U.S. Army Lt. Gen. Russel Honore, commander of the military's recovery efforts, gave the order for military rescuers to provide animal carriers so that animals could also be moved out. This was a huge step forward.

Because all the animal shelters in the Gulf states were, and still are, strained to the limit, we rented an \$11,000 RV and brought more than 30 dogs to our headquarters in Norfolk. These dear souls are temporarily being fostered by PETA staff and volunteers and soon will all be in permanent, loving homes if they remain unclaimed. In fact, just last night, I was able to reunite one little foster dog with his guardian!



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Cars, Coats, and Cardigans Go Cruelty-Free!

Keeping the skin on animals' backs

Now that autumn has arrived and wool-clad mannequins populate store windows, PETA's "Save the Sheep" Campaign has shifted into high gear. Unlike the fur industry, the wool industry is largely regarded as benign to animals. This is a grave misconception.

In Australia, where much of the world's wool is produced, sheep are treated as nothing more than wool machines. Merino sheep are bred to have extra-wrinkly skin in order to produce more wool. Those wrinkles collect urine and moisture, which attracts blowflies, who lay eggs in the folds of the skin and cause a sickening condition called "flystrike" when the hatched maggots feed on the sheep's flesh.

To prevent flystrike in the cheapest possible way, ranchers perform a

painful operation called "mulesing" in which they use gardening shears to cut chunks of skin and flesh from the young lambs' hindquarters without the use of painkillers. This is done to create wounds that, once healed, become smooth scar tissue that can't harbor maggots and flies.

After two to three years on the farm, sheep are packed onto ships and sent to the Middle East or North Africa for slaughter. Forced to withstand wretched conditions for weeks, many sheep become ill and die in the muck, are crushed to death, are thrown down a chute into a macerator while still alive, or are thrown overboard to drown or be killed by sharks. Those who survive the journey experience the terror of being killed while they are still conscious and without being stunned or anesthetized.

For more than a year, we took the sheep's case directly to the Australian government and received no viable response, so we began to bring these practices to the attention of international clothing retailers, eventually succeeding, through letters, activist alerts, making statements and holding protests at shareholder meetings, and negotiations, in persuading a list of prestigious retailers—including Abercrombie & Fitch, Timberland, American Eagle, and Limited Brands—to join the retailer-led movement to reform the Australian wool industry.



This intense pressure on the Australian wool industry has resulted in a dramatic step forward. As of this writing, PETA and the Australian Wool Growers Association (AWGA), representing 3,000 wool farmers within the industry, have come to an agreement that would implement a verifiable reduction in the number of lambs suffering mulesing mutilations during the next five years, culminating in a complete phase-out of mulesing by the end of 2009. In addition, live-sheep export standards would be required to meet Australian domestic animal protection laws or else the exports would stop.

Top retailers, including Talbot's, Nordstrom, and H&M, have also agreed to buy the new brand of wool created by the agreement from wool growers who are part of the structured plan to end mulesing and cruel live exports. The PETA/AWGA agreement even helped sway one prominent retailer holdout, Benetton, which was the target of a vigorous international campaign for nine months, with activists holding headline-grabbing demonstrations in front of its stores throughout the world.

Along with wool, PETA also campaigns against the use of hides and

skins. Our investigation of the leather industry in India (one of the largest leather manufacturers in the world) documented starving cattle forced to walk hundreds of miles in the heat and dust to meet a terrifying end, often at the hands of children, on the floor of a crude slaughterhouse. Those who collapsed from exhaustion on the way were beaten, had tobacco or hot chili seeds rubbed into their eyes, or had their tails twisted until they broke.

Most people don't have a clue that it takes the hides of four cows to make the leather interior of just one car. Fortunately, PETA's Leather Campaign has had positive results: All Mercedes-Benz models are now available with a leather-free option, Saab announced last year that consumers can order any Saab model with a leather-free interior, and Toyota won an award from PETA for deciding to keep its gasoline-electric hybrid Prius leather-free—and that's just for starters!

Another inevitable accompaniment to the onset of the fall season is a flurry of advertisements by the fur industry claiming that fur is back in style. We have ammunition to shoot holes in those phony claims.

For example, PETA's Fur Campaign has resulted in an end to fur product sales from retail chains Suzy Shier, J. Jill, and Forever 21, as well as the Inditex Group (one of the world's largest



fashion distributors and owner of international retail chain Zara). PETA also received written assurance that fashion retail giant Wet Seal will not carry fur this fall season, and we plan to meet with the company to discuss a permanent fur-free policy.

Topshop, the U.K.'s most highly respected fashion chain, debuted PETA's "All Our Fur Is Fake" decal, which appeared in huge displays in the windows of all 280 Topshop stores nationwide.

With so many retailers hopping aboard the no-fur train, one might wonder why any designer would bother creating fur fashions anymore. The answer comes down to bribery. For years, those in the fur trade have worked with New York's Parsons School of Design, one of the world's most prestigious fashion schools, providing students with free fur for their designs—a powerful lure for young designers eager to make a name for themselves.

But PETA carried out quite a coup: We succeeded in getting equal time with the students and gave a video presentation about how animals suffer for the fur, leather, and wool trades, and we taught the students about the wide variety of alternatives available.

The resulting creations from non-animal fabrics were featured in the school's spring fashion show, inspiring Parsons' fashion design chair, Tim Gunn, to say, "There's a vitality to them, a spiritedness." We're now working on similar programs in other design schools to allow students to make informed choices rather than being seduced by fur-industry come-ons.



Numerous compassionate celebrities have helped us put the spotlight on the issue by posing for eye-catching anti-fur ads, including model and television personality Anna Nicole Smith, Oscar winner Charlize Theron, *American Idol* judge Simon Cowell, and rock musician Tommy Lee. During the week of its debut, our ad featuring basketball star Dennis Rodman was the most viewed image on leading Web portal Yahoo.com, reaching millions of viewers and generating enormous media coverage of the cruelty of fur.

What do you do when you see someone wearing fur? It can feel awkward to confront a fur-wearer, especially if that person is a friend, family member, or coworker. This is one of the reasons that PETA puts powerful videos on the Internet. All it takes is an e-mail to that person with a link to the video (at FurlsDead.com) and a quick introduction, such as, "Please watch this video because it will probably change your mind about fur."

To help when you are out and about, we're enclosing PETA's "Shopping Guide to Compassionate Clothing," an easy-to-use reference for cruelty-free clothing. If you would like more guides and/or leaflets, factsheets, or videos, please contact us at 757-962-8363.

PETA Launches 'Animal Liberation Project' 'We Are All Animals'

Alice Walker, in her introduction to Marjorie Spiegel's book *The Dreaded Comparison*, reminds us that the animals of the world "were not made for humans any more than black people were made for whites or women for men."

With those words in mind, PETA has taken to the road with our latest campaign, the "Animal Liberation

labor—with the cruel treatment of today's slaughtered, beaten, tortured, and electroshocked animals. The conclusion is unavoidable: All are the result of a dangerous belief that those with power have the right to abuse those without.

The Animal Liberation exhibit encourages viewers to open their hearts and dispel any hidden or overt prejudices. Ours is a message of compassion for all. Elephants do not

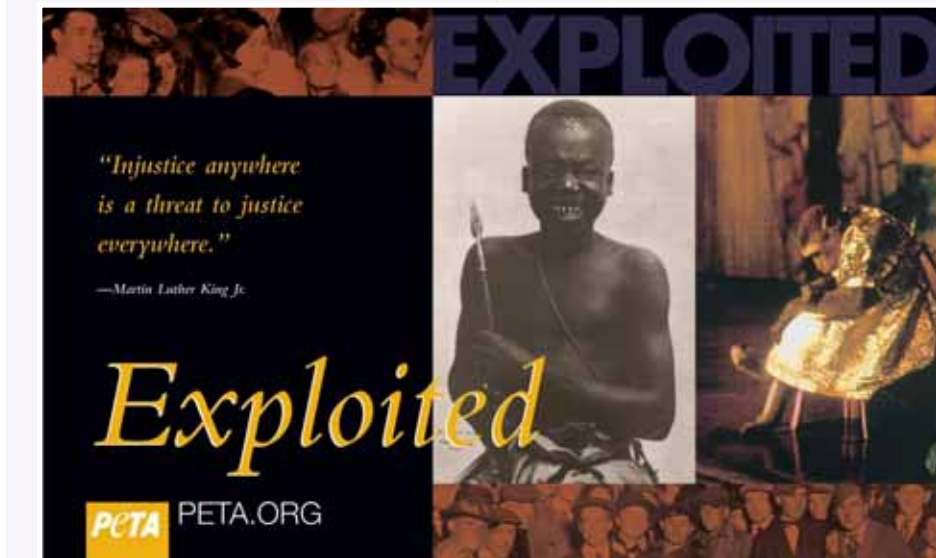


fur, or choosing products that haven't been tested on animals.

While we rightly look back on the cruelty of the past with indignation—and it is vital that we remind ourselves that it happened, as unbelievable as it may seem now—our obligation is to examine the cruelty of the present and take a stand against it.

PETA is opposed to all cruelty and bigotry. We want people to be outraged whenever any living being suffers violence and oppression. We have already challenged people to widen their circle of compassion in southern cities such as Columbia, S.C.; Birmingham, Ala.; Jackson, Miss.; Baton Rouge, La.; and Atlanta. We've visited the New England states and the cities of New Haven, Conn., and Boston, as well as the Mid-Atlantic states and the cities of Scranton, Pa.; Baltimore; and Washington, D.C.

The project is now on its second tour, with tentative stops in Columbus, Ohio; Lansing, Mich.; Pittsburgh, Pa.; Richmond, Va.; Nashville, Tenn.; and Tucson, Ariz. More stops will be added, so be on the lookout for its arrival in your area. You can also visit the display at PETA.org/AnimalLiberation, and feel free to give us feedback through our online poll. Either way, join us in spreading the word of compassion. Together we can reverse the tide of tyranny.



Project." This national crusade is a traveling display of provocative images intended to enlighten viewers and spark debate and discussion through the use of striking photographs, illustrations, and historical text.

The exhibit juxtaposes shameful chapters of history—such as the African slave trade, the massacre and displacement of Native Americans, the oppression of women, and forced child

wish to be torn from their families, beaten into submission with a metal bullhook, and kept in chains in a traveling show, and baby seals should not be bludgeoned to death for their coats. Each one of us can take a stand against cruelty and reduce the violence in the world simply by making compassionate choices, whether it's ordering a veggie burger instead of meat, buying a faux fur instead of a real