

People for the Ethical Treatment of Animals
501 Front St., Norfolk, VA 23510

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C14BDA-OET

MAILER (FRONT)

fresh

POP
CORN

DELICIOUS

FLUFFY

MAILER (BACK)

WATCHING S
ENTERTAIN



BOYCOTT CIR

Welcome to the Circus!

☆ ☆ ☆ ☆ ☆ GET YOUR

POPCORN

PEANUTS

& CRYING

BABY

ELEPHANTS

WATCHING SUFFERING ANIMALS IS NOT ENTERTAINMENT



PETA

BOYCOTT CIRCUSES THAT USE ANIMALS!

[NAME]
[ADDRESS]
[ADDRESS]
[CITY], [ST] [ZIP]

Dear [Salutation],

If you knew what was done to make an animal "perform," I'm willing to bet that you would never go to another circus again—because what goes on behind the big top when the public has gone home is something that owners of these enterprises don't want you to see.



Elephants, such as the baby shown here, are beaten, hit, poked, prodded, and jabbed with sharp hooks, sometimes until they're bloody. Unsuspecting parents planning a family trip to the circus don't know about the violent training sessions with ropes, bullhooks, and electric shock prods that elephants endure. Heartbreaking photos reveal how circus trainers heartlessly force baby elephants to learn tricks, and it's not through a reward system, as they claim.

The dirty little secret is that bears, elephants, tigers, and other animals do not voluntarily ride bicycles, stand on their heads, balance on balls, or jump through rings of fire. They don't perform these and other difficult tricks because they want to—they perform them because they're afraid of what will happen if they don't.

For animals in circuses, training involves varying degrees of punishment and deprivation. In order to force them to perform these meaningless and physically uncomfortable tricks, trainers use whips, tight collars, muzzles, electric prods, bullhooks, and other painful tools of the trade.

Sadly, this type of abuse occurs every day, when animals are forced to "perform" in the name of entertainment. People for the Ethical

(over, please)

Treatment of Animals (PETA) urgently needs your help today to stop this cruelty as well as the massive suffering of animals abused in the food, fashion, and experimentation industries.

You are critical to PETA's lifesaving work for animals. Your generosity will help stop the abuse and suffering of animals—whether behind a circus tent, where shackled baby elephants, who were forcibly torn away from their mothers, struggle against their chains, or in metal cages, where baby monkeys quake in fear as the laboratory door opens and someone in a white coat steps into the room. Together, we can help animals wherever they're alone, afraid, and hurting.

PETA has convinced companies large and small to end their sponsorship of circuses that need the funding in order to stay on the road. We have convinced major advertising agencies to end their use of great apes in commercials (because the animals are beaten in order to force them to perform and often later sent to shoddy roadside zoos after they become unmanageable). And as a result of our work, many schools and charities have agreed to stop hosting live-animal circuses and countless consumers have decided to shun any entertainment that involves animals.

But so many more animals still need us to help them right now. They're being abused in industries around the world and even in private homes. Every one of these animals is an individual with feelings and a unique personality.

By joining PETA, you'll be helping to save animals from all sorts of horrors and to change human minds and behavior. Your gift of \$16 or more now will help us accomplish the following:

- End the use of animals in entertainment
- Pressure the dairy industry to stop dehorning cows using searing-hot irons, caustic chemicals, blades, and handsaws
- Stop painful and deadly tests on animals
- Persuade top clothing designers and retailers to join those that have dropped the sale of fur, exotic-animal skins, and other clothing that spells death for animals

The clock is ticking, and animals everywhere need our help now—their lives hang in the balance. Thank you for answering their cries today.

Kind regards,



Ingrid E. Newkirk
President

P.S. I hope you'll help us end the traumatic, cruel abuse of animals in circuses by displaying the enclosed poster where people can see it. Please also make a gift to support our life-changing work for *all* animals today.

WHAT GOES ON BEHIND THE BIG TOP— AND WHAT YOU CAN DO TO HELP STOP IT!



Animals, such as the baby elephant shown here, aren't actors, spectacles to gawk at, or circus clowns. Yet they're routinely forced to perform silly, confusing tricks under the threat of physical punishment, are carted across the country in cramped and stuffy boxcars or semi-trailer trucks, are kept chained or caged in barren and filthy enclosures, and are separated from their families and friends—all for the sake of human entertainment. Many of these animals don't even survive.

Please support PETA's efforts, and boycott circuses that use animals as entertainment.

PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS

501 Front St., Norfolk, VA 23510 • 757-622-PETA (7382) • 757-628-0785 (fax) • PETA.org • Info@peta.org

URGENT! PETA NEEDS YOUR HELP NOW TO STOP CRUELTY AND SAVE LIVES!

Yes, Ingrid! I know that time is of the essence in PETA's work to save animals from abuse and neglect. Here's my gift of:

\$16 \$25 \$50 \$100 Other \$ _____

[Name]
[Address]
[Address]
[City] [ST] [Zip]

Finder Number XXXXXXXXXX Keycode

- My check is enclosed, made payable to PETA.
 Please charge my membership donation to my:
 VISA MasterCard American Express Discover

CARD NO. _____ EXP. DATE _____

SIGNATURE (required if using a credit card) _____

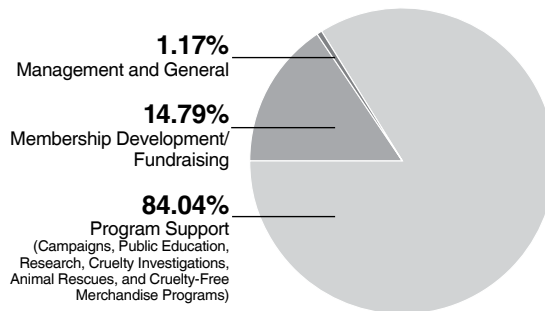
E-MAIL ADDRESS (Please see the additional information on PETA's e-mail updates and privacy policy.) _____

By providing us with your e-mail address, you'll be able to receive the latest news about our online features, campaign updates, contests, special PETA Mall offers, and advice from experts on how best to help animals. We promise not to give your phone number or e-mail address to any organization not affiliated with PETA. You can read our full privacy policy at PETA.org.

Contributions to PETA are tax-deductible to the fullest extent of the law. Thank you for your support!

PETA Financial Statement

2013 Fiscal Year Expenses



Out of every dollar we spend, more than 84 cents goes directly to PETA's programs fighting animal suffering.

Your gift is very much appreciated and fully deductible as a charitable contribution. A copy of our latest financial report can be obtained by writing to **People for the Ethical Treatment of Animals (PETA)**, 501 Front St., Norfolk, VA 23510, or calling 757-622-7392. If you are a resident of one of these states, you can obtain financial information directly from the state agency: **FLORIDA** — A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE, 1-800-435-7352 (800-HELP-FLA) WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE. Florida Registration CH520. **GEORGIA** — A full and fair description of the programs of PETA and our financial statement summary is available upon request at the office and phone number indicated above. **MARYLAND** — For the cost of copies and postage, Office of the Secretary of State, State House, Annapolis, MD 21401. **MISSISSIPPI** — The organization's official registration and financial information may be obtained from the Mississippi Secretary of State's office by calling 1-888-236-6167. Registration by the Secretary of State does not imply endorsement. **NEW JERSEY** — INFORMATION FILED WITH THE ATTORNEY GENERAL CONCERNING THIS CHARITABLE SOLICITATION AND THE PERCENTAGE OF CONTRIBUTIONS RECEIVED BY THE CHARITY DURING THE LAST REPORTING PERIOD THAT WERE DEDICATED TO THE CHARITABLE PURPOSE MAY BE OBTAINED FROM THE ATTORNEY GENERAL OF THE STATE OF NEW JERSEY BY CALLING (973) 504-6215 AND IS AVAILABLE ON THE INTERNET AT www.njconsumeraffairs.gov/ocp.htm#charity. REGISTRATION WITH THE ATTORNEY GENERAL DOES NOT IMPLY ENDORSEMENT. **NEW YORK** — Office of the Attorney General, Department of Law, Charities Bureau, 120 Broadway, New York, NY 10271. **NORTH CAROLINA** — FINANCIAL INFORMATION ABOUT THIS ORGANIZATION AND A COPY OF ITS LICENSE ARE AVAILABLE FROM THE STATE SOLICITATION LICENSING BRANCH AT 1-888-830-4989. THE LICENSE IS NOT AN ENDORSEMENT BY THE STATE. **PENNSYLVANIA** — The official registration and financial information of PETA may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement. **VIRGINIA** — Virginia State Office of Consumer Affairs, Department of Agricultural and Consumer Services, PO Box 1163, Richmond, VA 23218. **WASHINGTON** — Charities Division, Office of the Secretary of State, State of Washington, Olympia, WA 98504-0422, 1-800-332-4483. **WEST VIRGINIA** — Residents may obtain a summary of the registration and financial documents from the Secretary of State, State Capitol, Charleston, WV 25305. Registration with any of these state agencies does not imply endorsement, approval or recommendation by any state.



PETA

People for the Ethical Treatment of Animals
PO Box 96684
Washington DC 20090-6684

C14BDA-RET  Rec

Never Be Silent When Animals Are in Need: Six Ways to Use Your Voice!

- 1. Go vegan.** Giving animal products the boot is the best way to ensure a lifetime of good health while also taking a stand against the atrocities of factory farming. Take our 30-day vegan pledge, and get our free vegetarian/vegan starter kit at PETA.org/Veg or by calling 1-888-VEG-FOOD.
- 2. Remove cruelty from your closet.** More than half the fur in the U.S. comes from China, where dogs and cats are bludgeoned and bled to death or skinned alive for their fur. Most leather comes from developing countries, where animals' throats are cut and their skin is ripped off, often while they're still conscious. The manner in which "exotic" animals such as snakes and lizards are killed is bone-chillingly cruel. With so many fashionable, comfortable options, there is no excuse for wearing real skins.
- 3. Help stop animal testing.** Each of us can help save animals by telling our alma maters that we won't donate to them until they stop experimenting on animals and by buying only cruelty-free cosmetics and household products. You can search for cruelty-free companies at PETA.org/CrueltyFree.
- 4. Boycott any circus that still uses animals.** For animals in circuses, training involves punishment and deprivation, from bullhooks to shackles. You can help save elephants, bears, and tigers from a sad life of torment by always choosing animal-friendly entertainment.
- 5. Help stop the homeless dog and cat crisis.** For every lucky dog or cat who has loving guardians, countless others are suffering at the hands of incompetent or abusive people, struggling to survive on the streets, or waiting in vain in animal shelters for a good home. Take PETA's pledge to end animal homelessness at PETA.org/Issues, and never buy an animal from a breeder or a pet store—adopt instead!
- 6. Show your financial support today** by sending back your 2014 membership gift in the enclosed envelope—or join (safely and securely!) online at PETA.org/Join2014.