Help Animals On Factory Farms From Unnecessary Harm

October 21, 2009

LOS ANGELES (RPRN) 10/21/09 — We're almost there.

We need your help immediately to reach our final online Factory Farming Challenge goal of $240,000. **Your donation right now**, along with the thousands of others matched dollar-for-dollar by the generous PETA donors responsible for this challenge, **will help us raise almost half a million dollars, which will go to support our crucial work for animals on factory farms and in slaughterhouses.**

For the last few weeks, I've been telling you how PETA relies on the resources that supporters like you provide to expose and combat the suffering of billions of individual chickens, turkeys, cows, pigs, and other animals on factory farms and in slaughterhouses. What we've accomplished for these animals recently has been stunning:

- **Our investigation of turkey factory farms** in West Virginia owned by Aviagen, the self-proclaimed world's leading poultry breeding company, led to the *first convictions in U.S. history* of turkey factory farm workers on cruelty to animals charges. Cases like these send a powerful message to others in the industry that the abuse of these animals will not go unpunished.
- **Our work with Burger King, Wendy's, Popeyes, and other fast-food chains** is pushing them to switch to "controlled-atmosphere killing," a process that can eliminate the worst abuses that millions of individual chickens normally endure during the slaughter process.
- **Our undercover exposé of the horrific conditions at a Pennsylvania dairy factory farm** that supplies Land O'Lakes—a farm where we documented that lame cows were kicked, stabbed in the spine with a pocketknife, and electro-shocked—is helping to awaken the public to the suffering of cows routinely abused for their milk. It also led to the rescue of Jerry and Peter, two calves who are now at a peaceful sanctuary.

PETA is doing more than any other organization to change the way that animals are confined and killed for their flesh, milk, and eggs and to convince people to adopt cruelty-free vegan diets. We are winning the big victories that reduce the cruelty of animals on factory farms and in slaughterhouses, and **with your help during this special challenge period, we can win many more**.

Thanks to the tremendous outpouring of support from caring friends like you, we're only 7% away from our goal. But this is our last chance to secure the full matching funds.

Please make sure that we reach our important Factory Farming Challenge goal by making your tax-deductible challenge gift today so that we have double the resources to fight abuses on factory farms.

On behalf of all our investigators, campaigners, and activists, who are fighting for the animals who are abused by the meat and dairy industries, thank you for your caring support.

Kind regards,

Ingrid E. Newkirk
President

P.S. PETA is taking on some of the biggest restaurant chains and agribusinesses in the world. We cannot match their financial resources, but by making every dollar count, we are winning reforms that will lessen the suffering of millions of individual animals who are raised for their flesh. Please don't pass up this last online opportunity to **have your gift doubled and do twice as much to help these animals**.

About the author:

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