

30 Reasons to Celebrate PETA's 30th Anniversary

1. PETA has obtained video and photographic evidence that has shown the public that Ringling Bros. and Barnum & Bailey Circus handlers tie down, strike, beat, and chain baby elephants.
2. With the help of celebrities like Alec Baldwin, PETA convinced the U.S. government to eliminate an annual \$1 million subsidy to mink farmers.
3. PETA's video exposé of the exotic-skins trade—which showed snakes being nailed to posts and skinned alive and alligators being kept in filthy, crowded tanks—convinced Nike, Cole Haan, Victoria's Secret, H&M, and Overstock.com to ban the sale of products made from exotic-animal skins.
4. PETA got a Defense Department “wound lab” shut down and secured a permanent ban on the shooting of dogs and cats in military experiments.
5. A PETA undercover investigation of a North Carolina pig-breeding farm where employees beat pregnant sows with metal rods and sawed off a conscious animal's legs prompted the first-ever felony cruelty convictions against factory-farm workers.
6. PETA's groundbreaking Silver Spring monkeys undercover investigation made legal history when it resulted in the first conviction of an experimenter for cruelty to animals and became the first animal experimentation case to go to the U.S. Supreme Court. The court ruled unanimously in the animals' favor.
7. After PETA publicized video footage of baboons in a University of Pennsylvania laboratory having their heads cemented into helmets and rammed with a hydraulic pump, the experiments were stopped.
8. As a result of PETA's campaign, which garnered the support of Dr. Jane Goodall, the SEMA laboratory in Maryland stopped confining chimpanzees to cramped, barren isolation chambers.
9. PETA persuaded Burger King to adopt animal welfare improvements, including requiring unannounced slaughterhouse inspections and allowing hens more cage space. Other companies that agreed to similar improvements include Safeway, Harris Teeter, and Winn-Dixie grocery store chains.
10. *Millions* of animals' lives were spared after PETA convinced chemical companies and the U.S. Environmental Protection Agency to drop plans for painful, wasteful chemical tests.
11. After PETA revealed that Las Vegas entertainer Bobby Berosini had beaten orangutans backstage, his captive-bred wildlife permit was suspended and his show was closed.

12. After the horse-meat market collapsed, PETA got a Texas horse slaughterhouse at which 30,000 horses were left to starve in frozen fields shut down.
13. By purchasing stock in companies such as Safeway and Procter & Gamble, PETA is able to submit shareholder resolutions that let other stockholders know about cruel company practices such as the force-feeding and poisoning of animals in product tests and the use of chicken-slaughter methods that cause birds to be scalded to death in defeathering tanks and to have their wings broken and their throats cut.
14. PETA's undercover investigation of foie gras production prompted the first-ever police raid on a factory farm, and PETA has convinced many restaurants, stores, hotels, and airlines—including Virgin, Air Asia, Disney World, Giant Eagle, and Target—to stop selling or serving foie gras.
15. Following PETA's campaign against General Motors' use of live pigs and ferrets in crash tests, all the company's car-crash tests on animals were ended worldwide.
16. Animal abusers never know when they're being watched—or videotaped. PETA receives calls and e-mails every day from whistleblowers in laboratories, on factory farms, in pet shops, and in zoos. For example, one dairy factory farm worker contacted PETA after seeing a farm owner and his son kick and jab sick and injured cows and calves in order to force them to walk.
17. After uncovering cruel experiments funded by major beverage manufacturers, PETA convinced POM Wonderful, PepsiCo, Coca-Cola, Twinings, and ITO EN to stop testing their products on animals.
18. PETA's investigation of U.S. Global Exotics led to the largest seizure of animals in history. More than 26,000 animals, including frogs, turtles, tarantulas, hedgehogs, wallabies, and snakes—many of whom were dying of starvation and dehydration—were confiscated.
19. The U.S. Department of Agriculture (USDA) cited the Buckshire Corporation for violations of the Animal Welfare Act after PETA documented abysmal conditions at the chimpanzee-breeding facility. The chimpanzees at the facility were later sent to sanctuaries.
20. PETA stopped a plan to import stray dogs from Mexico for laboratory experiments.
21. After PETA distributed a video of an inadequately anesthetized dog being subjected to painful surgery at East Carolina University, the school stopped using live animals in many of its classes.
22. As a result of a PETA investigation documenting that chinchillas in Indiana were genitally electrocuted, the first-ever cruelty-to-animals charges were filed against a fur rancher, and the practice was stopped. Another PETA investigation

documented that foxes were anally electrocuted for their fur. That investigation led to the first-ever guilty plea by a fur rancher to cruelty-to-animals charges, and the killing method was abandoned.

- 23.** PETA stopped Fairfax County, Va., from holding animal-trapping and -skinning demonstrations.
- 24.** After PETA documented and vigorously protested the drowning of dogs in Taiwanese shelters, the country passed its first-ever law against cruelty to animals and closed down the “drowning tanks.”
- 25.** PETA saved an estimated 4 million animals from duplicative chemical toxicity tests in a European testing program and has donated almost \$1 million to the development of non-animal testing methods over the past decade.
- 26.** PETA documented the grueling, illegal transport and hideously cruel slaughter of cattle in India and convinced 40 companies—including Adidas-Salomon, Kohl's Corporation, Kenneth Cole, May Department Stores, Debenhams, DaimlerChrysler, Quicksilver, Next Retail Ltd., Reebok, Nike, Gap Inc., J.Crew, Liz Claiborne, Clark, and Florsheim—to stop buying leather from India.
- 27.** PETA convinced Mobil, Shell, Texaco, and other oil companies to cap exhaust stacks, which had been causing thousands of birds and bats to burn to death.
- 28.** PETA submitted evidence to the U.S. government that led to the confiscation of six malnourished polar bears from a tropical circus. The bears had been confined to cramped cages and forced to perform tricks in the sweltering heat.
- 29.** The USDA forced the Hawthorn Corporation, an elephant-rental company, to relinquish all 16 of its elephants to USDA-approved facilities after PETA provided evidence that the animals had been abused.
- 30.** Pressure from PETA led the government to investigate Boys Town National Research Hospital, and Boys Town's cruel kitten experiments were stopped.