



WORLD FARM ANIMALS DAY

Exposing Factory Farm and Slaughterhouse Atrocities since 1983

Dear Friend of Animals,

October 2nd marks the annual observance of World Farm Animals Day, now in all 50 U.S. states and two dozen other countries. It is a day to join together on behalf of animals to memorialize and mitigate the needless suffering and killing of more than 55 billion cows, pigs, turkeys, chickens, and other sentient land animals in the world's factory farms and slaughterhouses.

We ask you speak out for animals in solidarity with caring people around the globe by hosting an observance in your community.

The official observance is on October 2nd (Gandhi's birthday), but your activities can be scheduled anytime between mid-September and mid-October. There are a variety of event options and the timing is flexible — so be sure to participate in some way.

We need events of all sizes! Individuals can participate by leafleting, setting up an information table, or taking materials to their school, work, or other communities (religious, sports, artistic, etc). This is not the time to be shy... every effort on behalf of the animals is important and counts towards the grand total of events.

Want a bigger impact? Get creative by hosting a dramatic, attention-grabbing event. Join with friends to host a die-in, cage-in, or candlelight vigil. Reveal the reality of the slaughterhouse by showing a video along a crowded street. Have other ideas? It's your day to help animals raised for food, so use your imagination and let us know the details.

Enclosed in this WFAD Action Guide are some items to get you started, including:

- *Event Descriptions & Details*
- *Guide to an Effective Observance*
- *Guide to Effective Use of Local Media*
- Leaflet Master (to make copies for distribution – light colored paper works well)
- Petition Master (to make copies for friends & visitors to sign – please send a copy to us)
- Two sample handouts (request them when you register your plans with us)

Don't forget to register your event at www.WFAD.org or call 800-632-8688. Even if your plans are incomplete, tell us your ideas now and update us later.

Registration is very important as it enables us to:

- a) Publicize your event(s) to locals and media;
- b) Inspire other activists by your example; and
- c) Send you an Event Pack.

Once you register your plans with us, you can request an Event Pack, which includes an official WFAD banner, posters, handouts, stickers and more.

Don't miss out! Take this opportunity to join caring people around the globe in providing a much-needed voice for animals... their lives depend on it.

Thank you for your active compassion,

Jen Riley

Jen Riley
WFAD Director