



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 states and around the world. It is a day for joining together on behalf of animals to memorialize and mitigate the needless suffering and deaths of 50 billion innocent creatures in factory farms and slaughterhouses.

We ask you to join with us and thousands of your fellow animal advocates to educate your community by coordinating a World Farm Animals Day event in your city.

The official observance is on October 2nd (Gandhi's birthday), but your event 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 is important for the animals and counts towards the grand total.

Want a bigger impact? Join with friends and set up a video rig on a table or car to present the reality of meat to passersby. Hold a cage-in, a type of event in which activists draw attention to animal suffering by placing themselves in simulated cages. Other types of events such as silent or candlelight vigils and picketing fast food restaurants are also popular. Combine WFAD with PETA's campaign by protesting a local KFC. Got other ideas? It's your day to help the animals, so use your imagination and let us know the details.

Enclosed in this WFAD Action Kit are several items to get you started:

- *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 visitors to sign – please send a copy to us)

Don't forget to register your event at www.WFAD.org or call 888-FARM-USA. 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 a WFAD banner, posters, handout materials, stickers and more).

Don't miss out! Animals raised for food represent 98% of all animal suffering and death. WFAD is a time when people who care about animals, regardless of your dietary choices or other activism, join together to help end this unnecessary tragedy.

Thank you for your active compassion,

Dawn Moncrief

Dawn Moncrief
National Director

Jen Riley

Jen Riley
National Coordinator



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GUIDE TO AN EFFECTIVE OBSERVANCE

SELECTING AN EVENT

The purpose of World Farm Animals Day is to expose, memorialize, and mitigate animal suffering in factory farms and slaughterhouses.

We recommend combining video with cage-ins (or doing just one) to convey the reality of factory farming in your community. We provide detailed instructions on how to proceed (including cage props and video rig assembly).

We also provide banners and colorful posters to attract public attention, and handout materials that educate and offer free Veg Starter Kits to visitors.

In addition to cage-ins and video screenings, we encourage you to try other events such as:

- information tables
- outdoor exhibits
- leafleting/picketing
- lectures
- memorial processions
- vigils/fasts

Other activities may include street theater, civil disobedience, banner drops, library exhibits, e-mail posts, letters to the editor, and talk show calls.

PLANNING THE EVENT

Each event should be designed to draw maximum public and media attention to animal suffering through content, location, drama, and timing.

The most appropriate content for this observance is FARM's Event Pack—complete with posters, banners, handouts and more—available by request when registering at www.WFAD.org or 888-FARM-USA. For recommended videos, see the enclosed *Guide to Video Rigs & Cage-Ins*.

Location is crucial. Try to choose places with large concentrations of people, like fast food outlets, shopping centers, downtown plazas, cafeterias, or student unions. **City and state capitols** tend to be downtown, get lots of foot traffic, and make for great photo-ops. Slaughterhouses provide dramatic backdrops, but are not easily accessible to the public or the media.

The dramatic element may be inherent in the type of event, as is the case with street theatre, banner drops, vigils, and civil disobedience. Posters, signs, and banners (provided by FARM), as well as costumes, cages, balloons, and funeral props, can also be used to achieve this effect.

Timing the event involves balancing volunteer availability (evenings and weekends) with maximizing passerby traffic (weekday lunch hour or quitting time) and meeting media deadlines (before 3 pm). A weekday lunch hour generally provides a good compromise. Although the official date of WFAD is October 2, your events can be scheduled between mid-September to mid-October.

MAKING IT HAPPEN

Once you have determined your event type(s), location, and timing, we suggest you:

1. Call a meeting to plan the event, assign responsibilities, and draft an Action Plan
2. **Register your event(s) at www.WFAD.org**
3. Invite speakers, exhibitors, and others
4. Inform the media (see enclosed guide)
5. Promote participation through leaflets, posters, and newspaper calendar notices
6. Obtain displays & handouts (see below)
7. Obtain and test equipment
8. Conduct observance
9. **Send report, news clips, & photos to FARM**

MATERIALS/EQUIPMENT

As a Registered Coordinator, you can request a WFAD **Event Pack**, which contains a WFAD banner, color posters, photos, stickers, and more. See enclosed guide for video rig info,

SLOGANS FOR SIGNS

- "Elect to Save Animals"
- "Ban Cages Now!" "Cages Hurt!"
- "Be Kind To Animals—Don't Eat Them!"
- "Nonviolence Begins at Breakfast"
- "Stop the Agony on the Farm"
- "50 Billion A Year... One at a Time"



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GUIDE TO EFFECTIVE USE OF LOCAL MEDIA

Local media provide a wide variety of options to communicate your message to millions. Print media (newspapers and magazines) offer news stories, feature articles, letters to the editor, community bulletin boards, and public service announcements (PSAs). Broadcast media offer news stories, talk shows, and PSAs. As an activist, you provide the media with an opportunity to attract readers, listeners, and viewers with accounts of interesting events and controversial discussion topics. It's a win-win situation. Your challenge is to grab their interest with the tools described below.



MEDIA ADVISORY

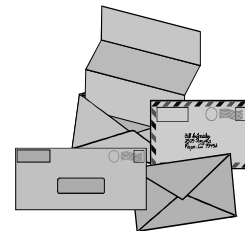
- **Timing:** 2-3 days before your event.
- **Distribution:** Hand deliver, fax, or mail to local papers and radio and TV stations. Call ahead to get names of appropriate editors and reporters and to alert them to the advisory.
- **Format:**
 - ⇒ Single page, typed, 1½ spaced.
 - ⇒ Organization stationery/logo: lends credibility.
 - ⇒ Date and contact information (name & phone): top left and top right, respectively.
 - ⇒ Headline: all caps, active verbs.
 - ⇒ Summary paragraph: colorfully describe the action and the reason for it. Keep it short.
 - ⇒ Text: what, when, where, who in list form, then provide background in paragraphs.
 - ⇒ Attachments: list on bottom of advisory.

LETTER TO THE EDITOR

- **Timing:** Ten days before your event or within two days after a pertinent local development.
- **Distribution:** Mail, fax, or e-mail. Check your paper for contact info.
- **Format:** Typed, 1½-spaced. Three paragraphs in response to an article or announcement of your event (200 words maximum). Include name, address, and day and evening phones.

COMMUNITY BULLETIN BOARD

- **Timing:** Two weeks before your event.
- **Distribution:** Mail, fax, or e-mail to daily and weekly papers.
- **Format:** Varies. Call paper.



TALK SHOWS

- **Timing:** 2-3 weeks before your event.
- **Distribution:** Mail, fax, or e-mail. Check your radio and TV stations for producer names.
- **Format:** Typed letter announcing availability of prominent local speakers for interviews. Explain why your speaker is important, interesting, and/or authoritative.

FOLLOW-UP

All media communications should be followed up by telephone and/or a personal visit, if feasible. All pertinent stories and programs should be followed up with thank-you letters or corrections.



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HOW TO STAGE A DIE-IN

Feeling adventurous this World Farm Animals Day? Join our 2006 theme by staging a die-in for your event or join us for the USDA Die-In, Washington, DC.

- 1) Determine your place and time.
- 2) Register your event with us and request an Event Pack for materials.
- 3) Request a permit (if needed based on anticipated numbers).
- 4) Do outreach to local veg- and animal-friendly groups to gather participants.
- 5) Send a news release to local media (use ours as a sample).
- 6) Practice script (with stats) for speech during die-in (we'll have a sample available).
- 7) Determine and mark positioning before event if appropriate.
- 8) Be sure participants know the when-to-drop and when-to-stand ques.
- 9) Please **TAKE PHOTOS** and send copies to us (high resolution jpgs by email are best).

Hints:

- E-mail instructions before the event AND have instructions available onsite... especially for newcomers.
- If possible, bring a microphone or bullhorn.
- Weekends bring more participants, week days bring more media.

Ideas for consideration:

- ◆ **Amount of lay-down time:** 5-30 minutes.
- ◆ **Pattern of bodies:** rows, patterns or free form.
- ◆ **Body positioning:** hands out, hands on chest, free form, be careful to not look like a sleep-in.
- ◆ **Clothing:** all black, matching, or free style. Consider the new die-in motivated black t-shirt "Stop the Slaughter..." only \$5 for participants... limited supplies order early!
- ◆ **Special effects:** fake blood, animal costumes, animal face masks.
- ◆ **Drop strategy:** all-at-once, one-at-a-time. How many animals does each person represent? In the US alone or global? There's approximately 10 billion land animals killed for food in the US, approximately 50 billion killed globally (these figures do not include sea animals).
- ◆ **Stand strategy:** all-at-once, one-at-a-time. Speak to the benefits of a veg diet, ending on a positive note as participants rise. Offer materials to onlookers.
- ◆ **Silence:** Consider speaking before and after die-in and remaining silent during the die-in (or a combination of silence and speech).
- ◆ **Location:** choose a location with symbolic meaning for animals and/or lots of visibility. Remember to consider parking and other logistics for your participants.

Great add-ons:

- ✓ Include leafletters, an info table, and/or video.
- ✓ Bring signs and/or make posters.
- ✓ Invite speakers for longer talks.
- ✓ Bring vegan snacks to share with participants and visitors.
- ✓ Do a march or walk.
- ✓ Do your speech as a eulogy.
- ✓ Civil disobedience: blocking a side-walk will draw additional attention, but do so with caution.
- ✓ Join the PETA KFC campaign by staging your die-in in front of a local KFC.



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GUIDE TO VIDEO RIGS & CAGE-INS

Setting up a mobile video rig and staging cage sit-ins are easy and effective ways to spread a powerful message against the atrocities of factory farming and slaughterhouses. We expect that the experience and confidence participants gain during this World Farm Animals Day will translate into many more street theater demonstrations and video showings in years to come.

VIDEO RIG SET-UP → WHAT YOU NEED

1) TV & VCR or TV/VCR Combo

No purchase necessary - any personal TV & VCR will work. DVDs are great too!

2) An Inverter

Power inverters are simple devices that allow your TV/VCR to draw power from your car battery (via the cigarette lighter) or from a separate battery pack. Running times vary so practice, practice, practice!

You will need an inverter that converts 12-volt DC power into 117-volt AC power. Small inverters (150 Watts) are suitable for most small TV/VCR combos and may be suitable for a TV and a VCR as separate units, if total wattage does not exceed 150. Larger units may require a higher wattage. Check your unit to make ensure compatibility.

Less expensive inverters often have a single outlet. A splitter (with two outlets) may be used if total wattage is within limits, or you may choose to spend a few extra dollars on an inverter with multiple outlets, which tend to have a higher wattage capability.

BUY.com has discounted rates and delivers in about 3 days. Other options include Radio Shack and camping or boating supply stores. Store clerks can assist with details.

A two-hour run is likely to discharge the average car battery, so start your car frequently or consider investing in a separate battery. Instructions for a more serious rig are available at www.cok.net/literature/faunette/components.php.

3) Videos from PETA, Farm Sanctuary, or Compassion Over Killing

If you are doing a chicken-related demonstration, we recommend COK's *45 Days: The Life and Death of a Broiler Chicken*. For more general demonstrations, we recommend *Meet Your Meat* and *Chew on This*, both from PETA. These videos run about 10 minutes, but you can request a 2-hour loop or DVD format to avoid frequent rewinding. Contact ChrisO@peta.org to request PETA videos, and info@cok.net for COK videos. Mention WFAD when ordering, and don't delay!

For those who prefer a less graphic video (ex: sanctuaries, schools, and indoor events), we recommend Farm Sanctuary's factory farming video *Life Behind Bars*. Contact information@farmsanctuary.org today to request a 2-hour looped copy.

4) Event Pack from FARM

Event Packs contain banners, posters, *Why Vegan?* booklets, photos, reproducible leaflets & petitions, and more. We encourage you to order one when you **register**.

Event Packs will arrive in mid-late September, so register today, even if your plans are incomplete.

CAGE-INS

Cage sit-ins are another great way to draw attention to the plight of factory-farmed animals. You can make or purchase cages large enough to fit one or more people, or use smaller props to represent the cages, crates, and stalls used in factory farming. Home Depot, Lowes, and other home improvement stores have various supplies for both intricate and simple cage props.

Folding crates used for dog training are also an easy and effective means to demonstrate some of the discomfort that confinement brings. If you or your friends don't already have a crate, ask your local pet store or look online. This small investment will offer you years of ready-to-go props to use for a variety of campaigns.

There are many ways to use the props:

- You can have activists sit in them (with or without costumes).
- You can make them available for passersby (purely for the experience).
- You can offer incentives for passersby to sit in them. For example, offer gift certificates or polaroid photos for those willing to watch a video while sitting in the cage.
- You can use stuffed animals or paper cut-outs of animals to fill the cages.



HINTS FOR SUCCESSFUL VIDEO SCREENINGS AND CAGE-INS

- **Video screenings work best after dark**, but can still be effective during the day. To increase visibility, find shading or create your own with a tent or other cover.
- Conversely, **when using a cage you may want to use a light** to illuminate your display.
- If you are using a car battery to run your video, **bring a pair of jumper cables and another car** in case the battery runs low. You may also decide to take turns switching vehicles or **invest in an external battery pack**. Remember, you can use these materials again and again so it's worth the small investment, and the animals will thank you.
- Try to have **at least one person on either side** of the display to handout leaflets.
- Never leave a caged-in activist unsupervised.
- Save the **Why Vegan? booklets for people who seem particularly interested**. Use the more abundant, less expensive leaflets for most people.
- Increase visibility with a **display table**.
- Attract more attention with **somber music** and by **posting the banner high**.
- **Wear black** mourning ribbons or black clothing to create a more somber mood.
- **Practice! Practice! Practice!** Running times and visibility vary, so do a test run beforehand.

Reach high and do as much as you can, but keep your expectations reasonable.

The reality of meat is a difficult message to hear, but it needs to be told. You are joined by thousands of other activists throughout the world, so feel good about your effort and thank you for participating!



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Join with us to save billions of innocent animals from the tragedy of factory farms and slaughterhouses. Pledge now to eat less (or no) meat and petition industries to improve their treatment of animals.

FULL NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ E-MAIL: _____

FULL NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ E-MAIL: _____

FULL NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ E-MAIL: _____

FULL NAME: _____

ADDRESS: _____

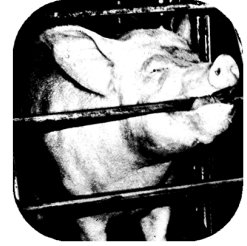
CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ E-MAIL: _____

Please send completed forms to FARM, 10101 Ashburton Ln, Bethesda MD 20817



STOP THE AGONY ON THE FARM!



The Victims

pregnant sows: kept in metal crates so small they cannot even turn around, and forced to nurse their young through metal bars

veal calves: torn from their mothers at birth, chained by the neck in tiny wooden crates, and fed an anemia-inducing diet

egg-laying hens: crammed up to seven birds into a wire-mesh cage no bigger than a folded newspaper; the 'lucky' male chicks are smothered at birth in plastic bags

About World Farm Animals Day

On October 2 (Gandhi's birthday), thousands of caring people in all 50 states and around the world arrange educational events to expose and memorialize the tragedy of farmed animals.

Nine out of ten Americans believe that animals should be treated humanely. Yet each year, 50 billion cows, pigs, and other innocent, feeling animals are caged, crowded, deprived, mutilated, and butchered--often while still conscious--in the world's slaughterhouses.

Join us as we honor them.

Humans Suffer Too!

The three leading causes of death in the US--heart disease, stroke, and cancer--are strongly linked to meat consumption, causing 1.4 million deaths annually.

Factory farming destroys the world we share by severely depleting soil, polluting waterways, devastating forests, and using grains that could otherwise be used to feed the world's starving millions.

What You Can Do

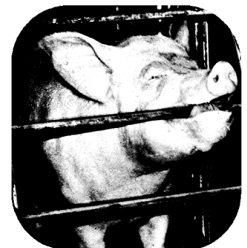
Order a FREE Veggie Starter Kit from FARM, a nonprofit, public interest organization, to take your first steps towards a vegetarian diet and to help end the unnecessary suffering of farmed animals.



www.WFAD.org 888-FARM-USA



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